Saskatchewan
Executive
Council

Communications
Counselling

Room 30
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2405 Legislative Drive
Regina, Canada
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Government of Saskatchewan

Public Opinion Polling

from July 1, 2003 – September 30, 2003

104-04179/

Government of Saskatchewan

Public Opinion Polling

from July 1, 2003 – September 30, 2003

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Department/Crown commissioning the work:

Executive Council

Date:	September 2003
Supplier:	Sigma Analytics Regina
Cost:	$22,493.20

Saskatchewan Executive Council

Omnibus Polling Program

Report of Results
September 2003

Introduction

Objective

The objective of this poll was to query a sample of Saskatchewan residents on a range of issues identified by Saskatchewan Executive Council and its client departments.

A number of the queries are repeats from polls that have been conducted regularly over several years, in ongoing monitoring of issues and trends. Others are unique to this particular survey.

Methodology

Interviews were conducted across Saskatchewan with respondents aged 18 or older in households selected at random by computer. All fieldwork was done by telephone from Sigma's call centre.

A total of 1003 interviews were completed. The results from a sample of this size can be expected to be accurate to within plus or minus 3.1 percentage points, 19 times out of 20.

Queries were supplied by Saskatchewan Executive Council.

This report is formatted so that Executive Council's general queries are reported first, as Section A, even though they made up Section B in the field instrument. The reason for reordering the queries is to maintain consistency with earlier reports.

Cautions

Interpreting the results in this report should be done with the following cautionary considerations in mind:

- Sample surveys provide estimates of the prevalence of the measured factors in the total population from which the sample is drawn. The estimates are statistically reliable within the ranges indicated, at the 95% level of confidence. This means that the actual prevalence of the factor could be greater or lesser than the estimate, by the amount of the margin of error. It also means that 5% of the time, the estimate can be expected to differ from reality by more than the margin of error. Results from sample surveys should therefore be treated as contributing to knowledge, but not as defining it precisely.

- While polling results for the entire sample are statistically reliable within the range indicated, results for sub-sets of the sample will have a larger margin of error because they are based on smaller numbers. They should be treated with more caution.

- Polls are "snapshot" approximations of reality. Subject to the foregoing considerations, they can be expected to reflect reality validly, within the indicated ranges, at the time they are conducted. Opinions change. It is important to bear in mind that a single poll cannot describe a trend.

- Indicators from the sample can be projected to estimate the prevalence of the measured factor in the total population from which the sample was drawn. They cannot be interpreted as describing any other population.

Highlights

- The issue of defining same-sex unions as marriages shifted the ranking of top issues at the federal level. Healthcare, often the leading choice, fell to third place. The economy retained second place ranking.

- Within the province, the agriculture-rural issues area continued to lead as top concern, followed by economy-population. Healthcare fell several points.

- The Shand Greenhouse at Estevan was recognized as a news item by one in five respondents. Awareness of specifics of its operation and purpose is modest.

- Saskatchewan Health's HealthLine service appears to have gained a significant and favourable profile early in its development.

- The Canada-Saskatchewan Career & Employment Services office, and the Internet, dominate choices as place to go for job and career opportunities.

- Newspaper recruitment notices and word of mouth lead as media by which employers solicit job applications. Job seekers tend to apply in person for openings.

- Provincial government handling of the economy receives a modest majority endorsement, though among those holding strong views, a negative perception is much more likely than a positive one.

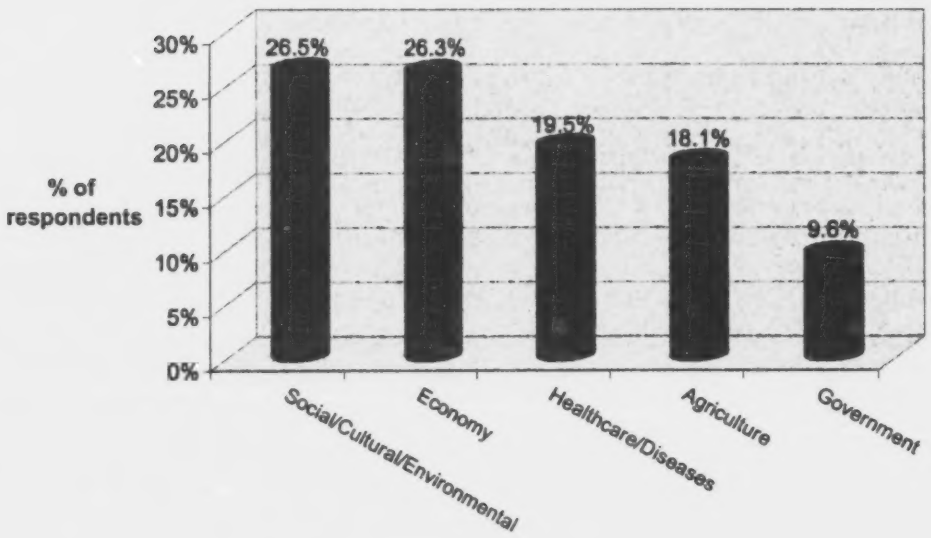
- About half of respondents find no change for better or worse in the province's economy or in the number of persons employed. Respondents who feel the economy is worsening outnumber those who think it is improving by 2.5:1. Those who feel employment is improving are outnumbered 1.5 by those who feel it is worsening.

Section A: General Issues

B1. What do you think is the most important issue facing Canada today?

September's responses are markedly different from the broad pattern of recent polls. The latter have generally shown healthcare at the top of the national agenda, as seen from Saskatchewan. In this survey, healthcare fell to third spot, replaced by the social-cultural-environmental category that more commonly rates well behind. This is an open-ended query. A review of the specific responses indicates that the question of same-sex marriage was a large factor in this shift.

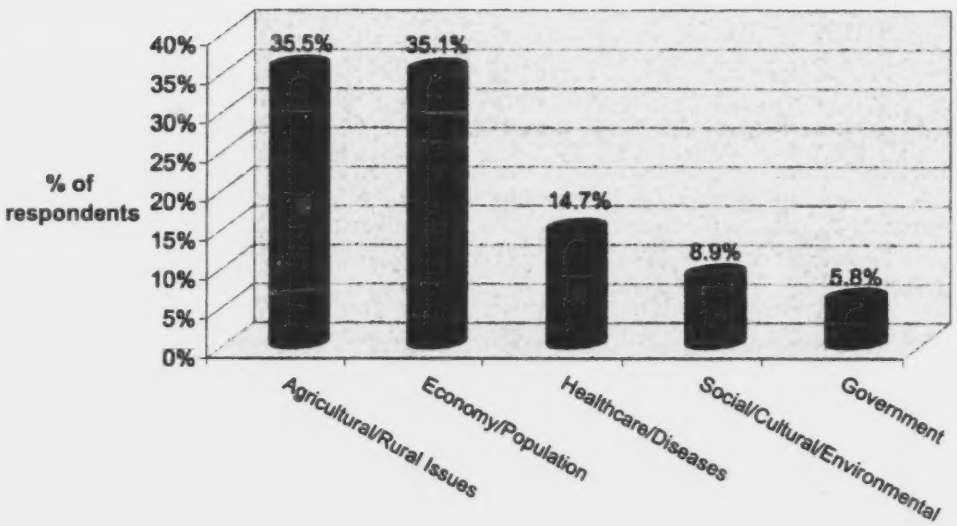
What do you think is the most important issue facing Canada today?



B2. What do you think is the most important issue facing the province of Saskatchewan today?

As in recent surveys, the agriculture and rural issue area is top, though economic issues have risen somewhat from the level in the last survey in June 2003.

What do you think is the most important issue facing the province of Saskatchewan today?

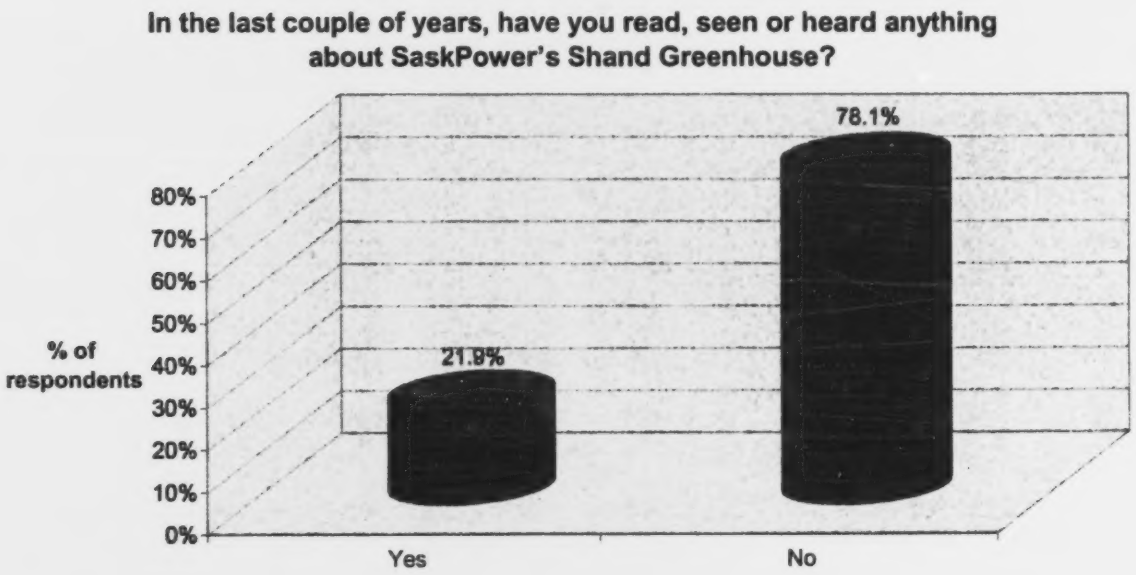


SIGMA ANALYTICS
DATA MINING & RESEARCH

Section B: SaskPower

A1. In the last couple of years, have you read, seen or heard anything about SaskPower's Shand Greenhouse?

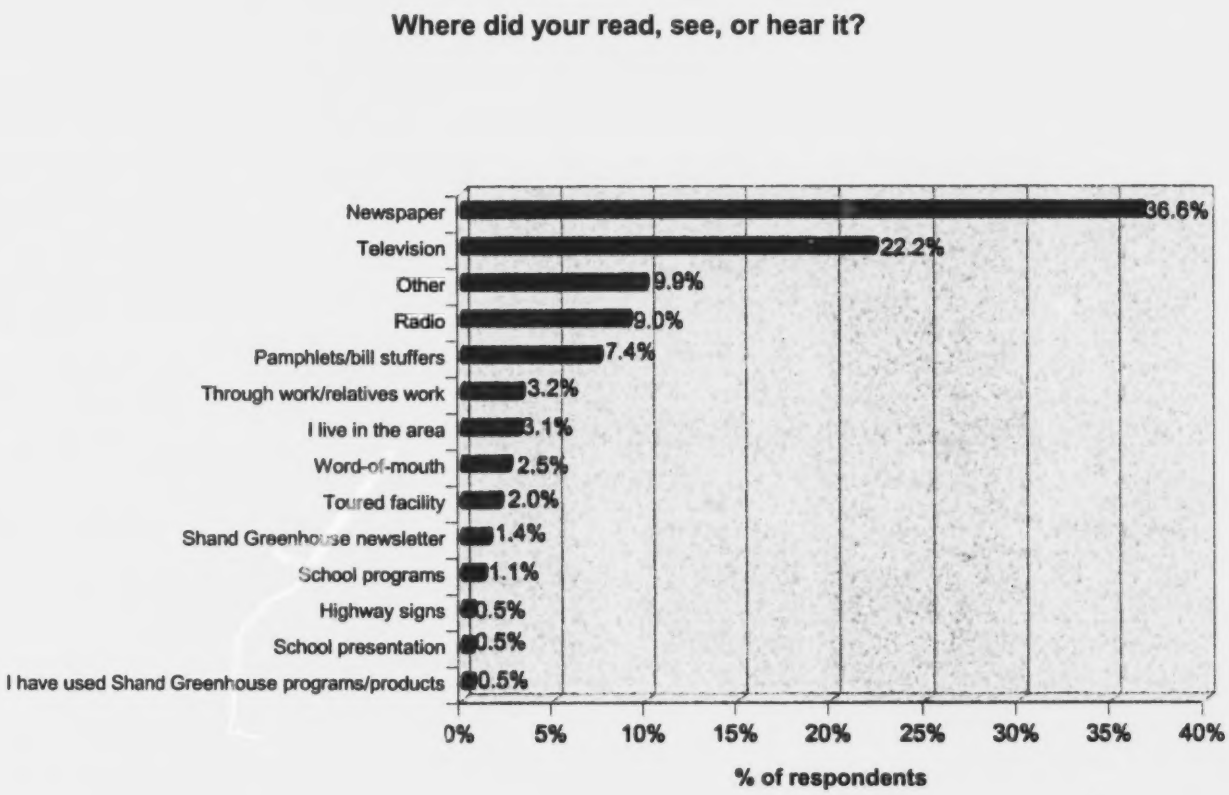
Roughly one in five respondents reported having awareness of Shand Greenhouse in the recent past.



SIGMA ANALYTICS
DATA MINING & RESEARCH

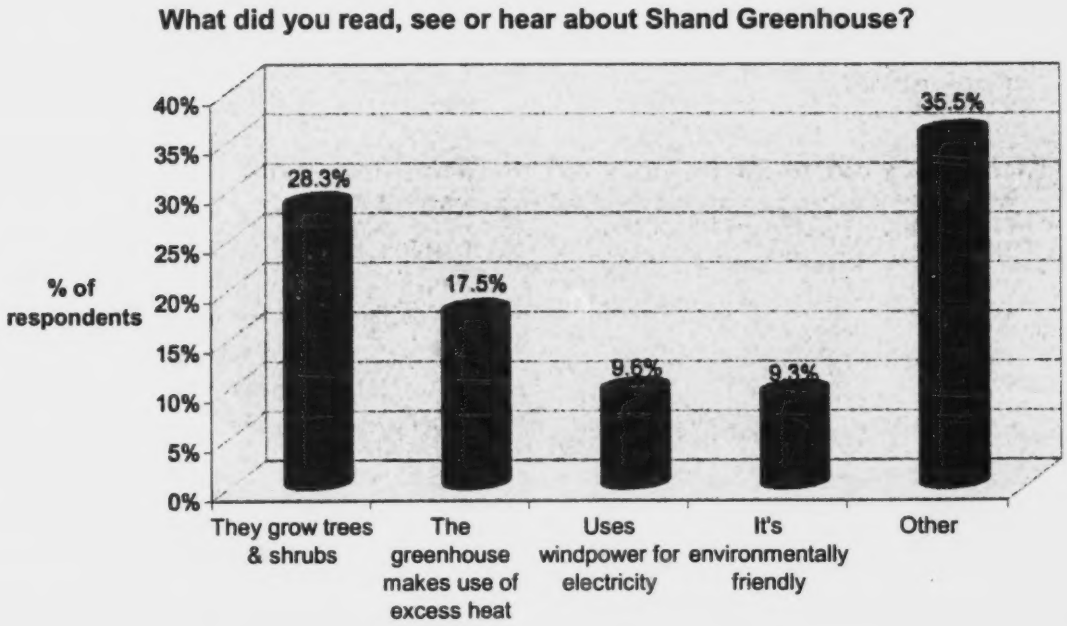
A1a. Where did your read, see, or hear it?

The dominant source of information about Shand Greenhouse was recalled as being the newspaper, followed by television.



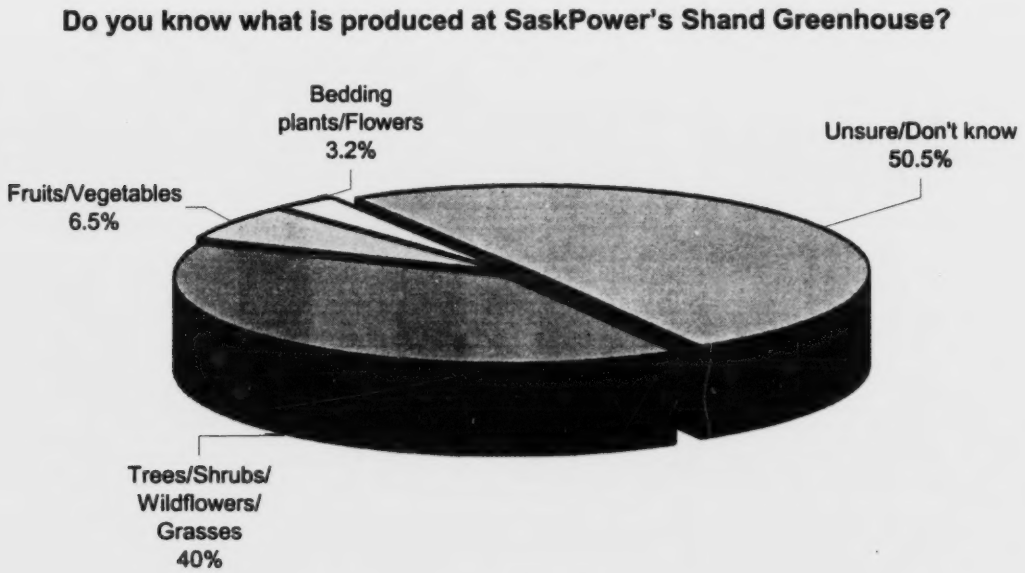
A1b. What did you read, see or hear about Shand Greenhouse?

On this open-ended query, the fact most commonly offered in regard to Shand Greenhouse is that it grows plants. It is possible this number could be driven in part by surmise. The most commonly mentioned fact not likely to be susceptible to surmise is that the Greenhouse uses excess heat, offered by a sizeable fraction of respondents.



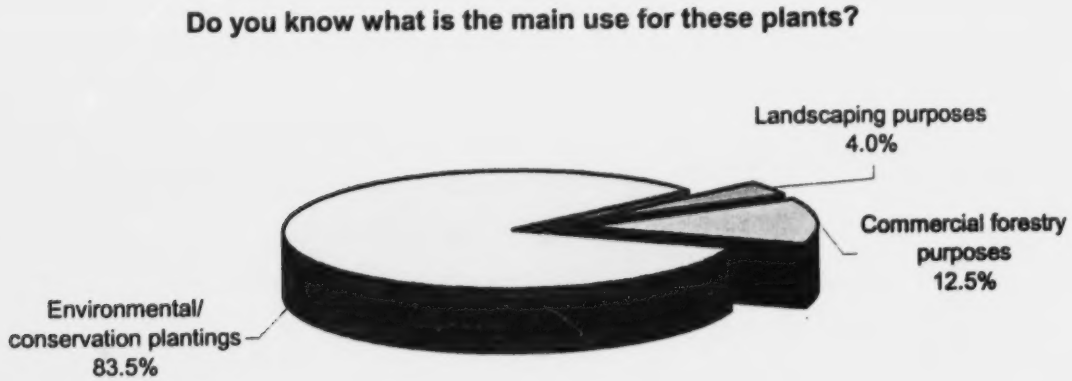
A2. Do you know what is produced at SaskPower's Shand Greenhouse?

To this prompted query, 50.5% felt unable to give a response identifying a specific. The largest group of those who did, however, chose the most accurate response.


Do you know what is produced at SaskPower's Shand Greenhouse?
Bedding plants/Flowers 3.2%
Unsure/Don't know 50.5%
Fruits/Vegetables 6.5%
Trees/Shrubs/ Wildflowers/ Grasses 40%

A2a. Do you know what is the main use for these plants?

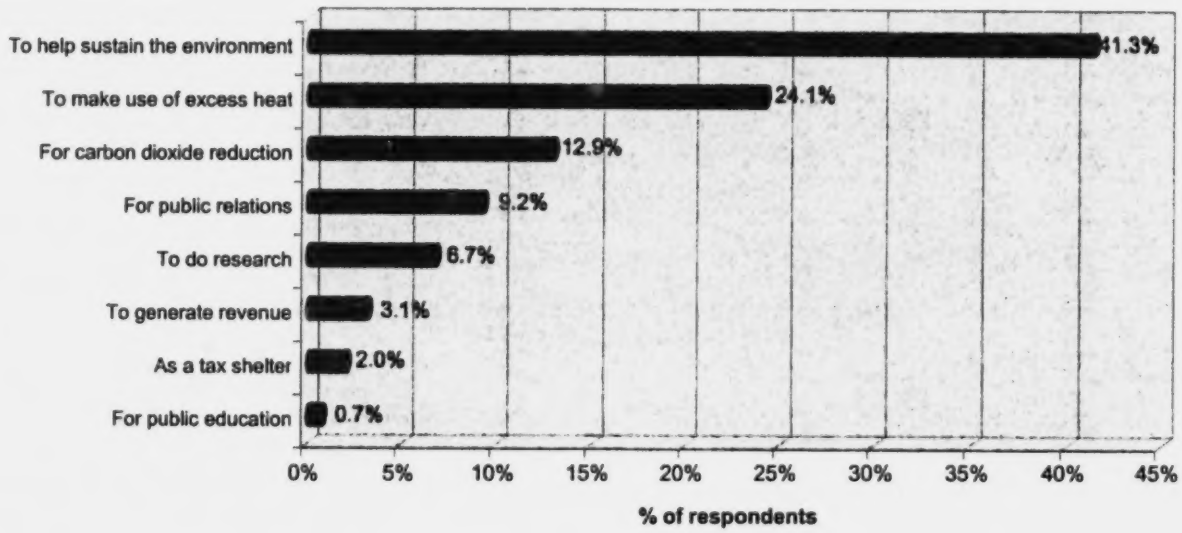
On this prompted query, asked of those who had chosen trees and shrubs as the response to the previous query, the overwhelming majority chose environmental and conservation planting.



A3. What do you think is the primary reason that SaskPower operates Shand Greenhouse?

To these not-mutually-exclusive prompted response options, the largest specific choice was "making use of excess heat". The overall pattern of response clearly indicates a perception that the Greenhouse is operated for environmentally related purposes.

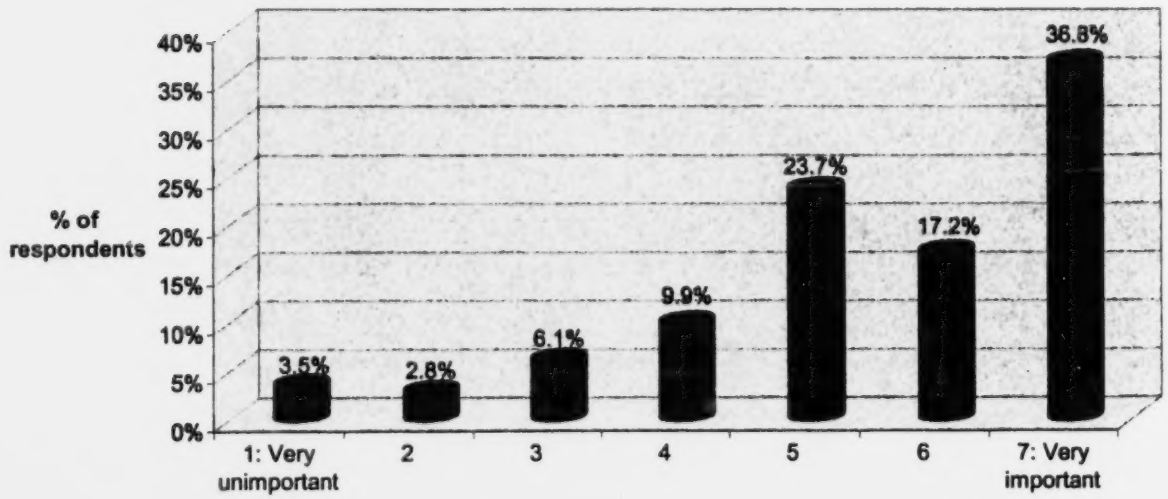
What do you think is the primary reason that SaskPower operates Shand Greenhouse?



A4. The main goal of the Shand Greenhouse is to help protect the environment. Using a scale of 1 to 7 where 1 is "Very unimportant" and 7 is "Very important" please rate how important you think this program is for SaskPower:

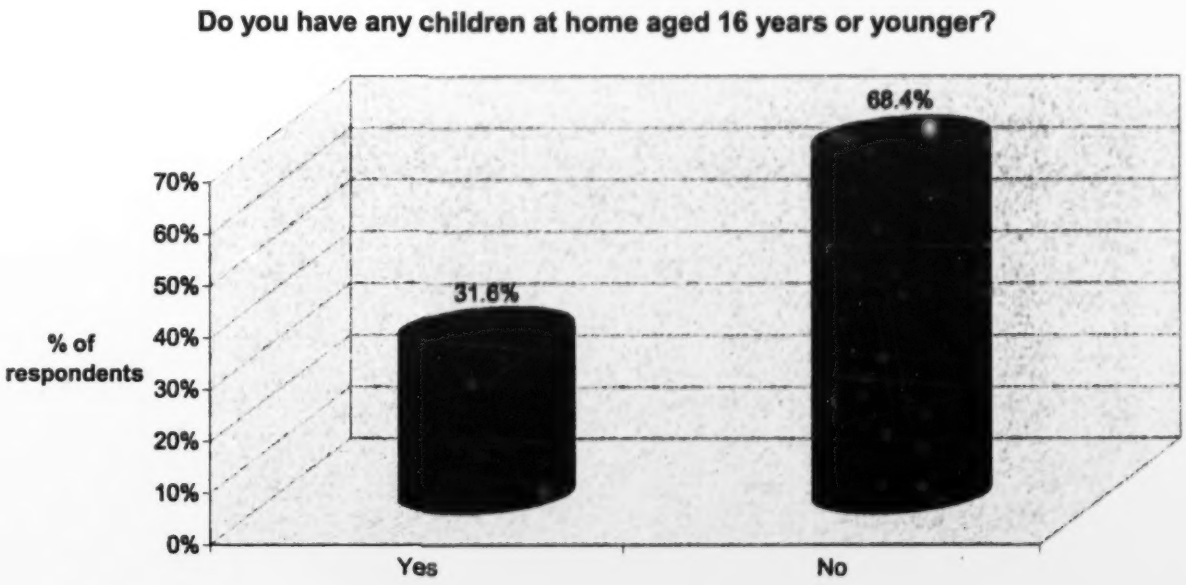
Respondents choosing a rating on the "important" side of the mid-point massively outweigh respondents who chose a rating on the "unimportant side.

Using a scale of 1 to 7 where 1 is "Very unimportant" and 7 is "Very important" please rate how important you think this program is for SaskPower:



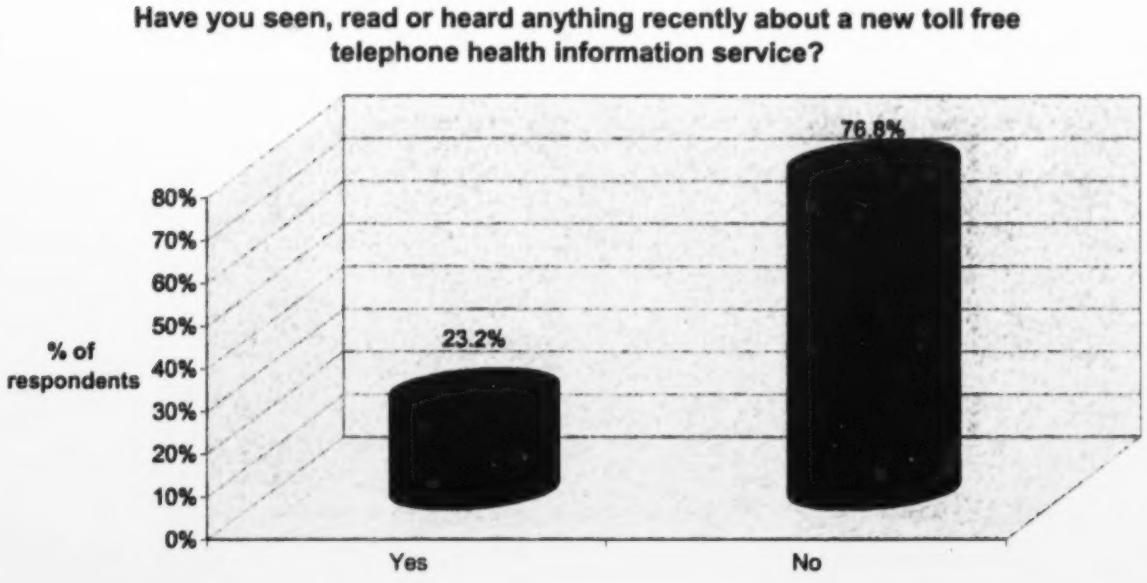
Section C: Saskatchewan Health

C1. Do you have any children at home aged 16 years or younger?



C2. Have you seen, read or heard anything recently about a new toll free telephone health information service?

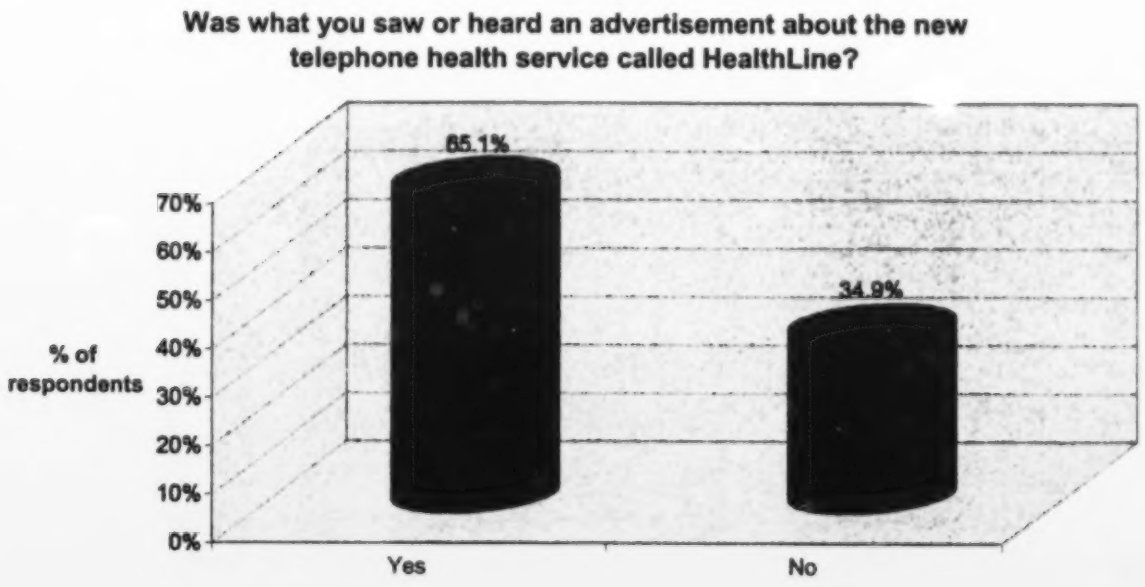
Approximately one quarter of respondents reported having heard of a toll free health information service.



SIGMA ANALYTICS
DATA MINING & RESEARCH

C2a. Was what you saw or heard an <u>advertisement</u> about the new telephone health service called HealthLine?

Of the one in four who have heard of the health information service, two thirds report seeing an advertisement.



C2b. Being as specific as you can, what do you recall about the HealthLine ads you have seen, read or heard?

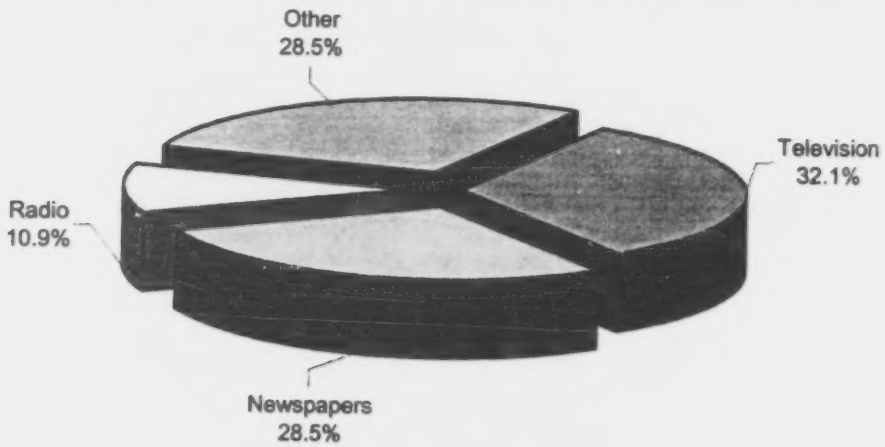
The dominant theme recalled by those who report having seen a HealthLine advertisement is that the service offers free advice. That nurses give the advice was offered by roughly half as many as those who indicated "free advice."

Being as specific as you can, what do you recall about the HealthLine ads you have seen, read or heard?

C2c. Where do you recall reading, seeing or hearing the HealthLine ads?

Television leads as the most-mentioned medium for the advertising, followed closely by newspapers.

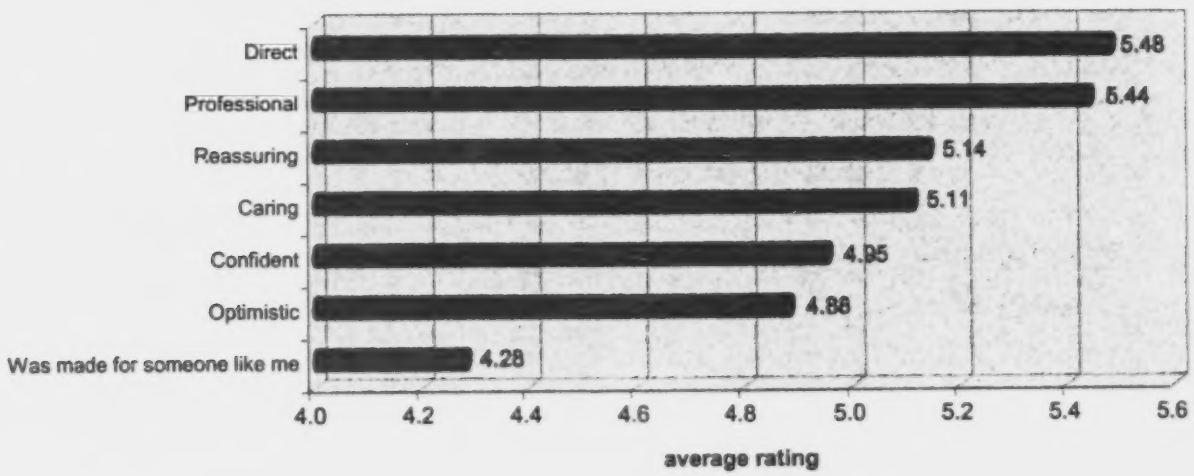
Where do you recall reading, seeing or hearing the HealthLine ads?



C2d. I'm now going to read a list of words or statements. Using a 1 to 7 scale where 1 is "not at all" and 7 is "completely" please state to what degree you associate each word with the HealthLine ad that you saw:

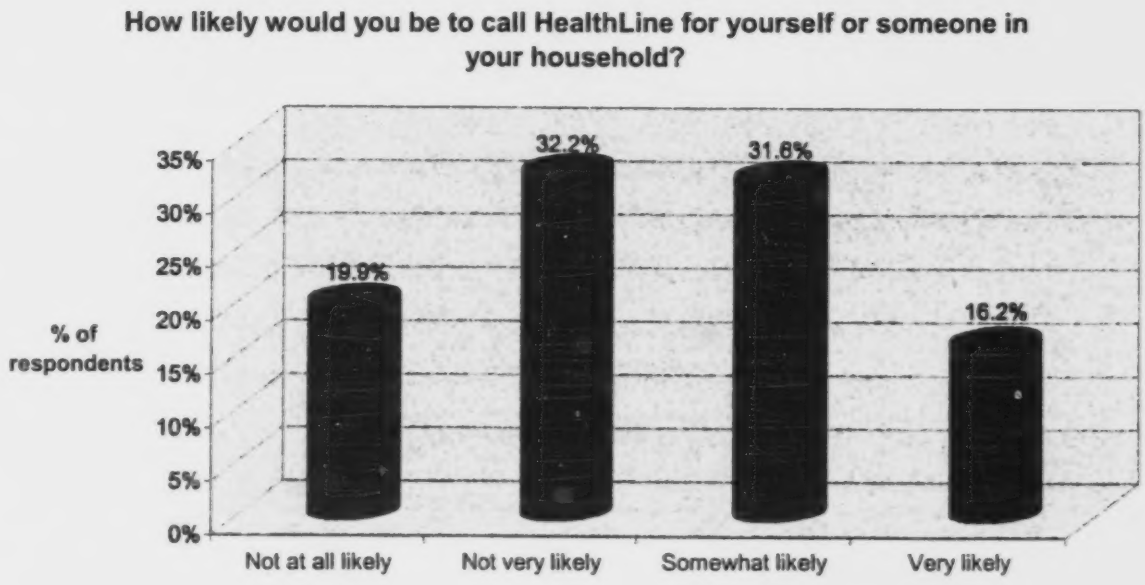
The HealthLine advertisements would appear to have had a positive impact, based on the words "direct" and "professional" receiving strong means scores, and "reassuring" following closely.

Using a 1 to 7 scale where 1 is "not at all" and 7 is "completely" please state to what degree you associate each word with the HealthLine ad that you saw:



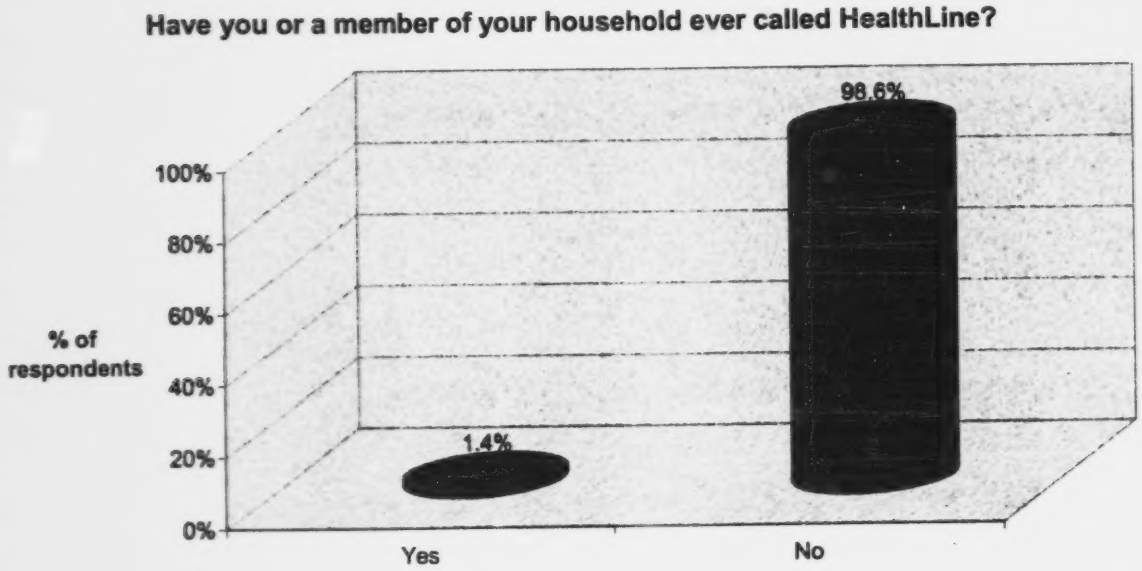
C3. Saskatchewan's HealthLine is a free, confidential telephone service you can call to get health advice or general information from a Registered Nurse. The service provides round-the-clock access to a qualified health professional. How likely would you be to call HealthLine for yourself or someone in your household?

The distribution of responses is nearly balanced – probably a strong result for a start-up service.



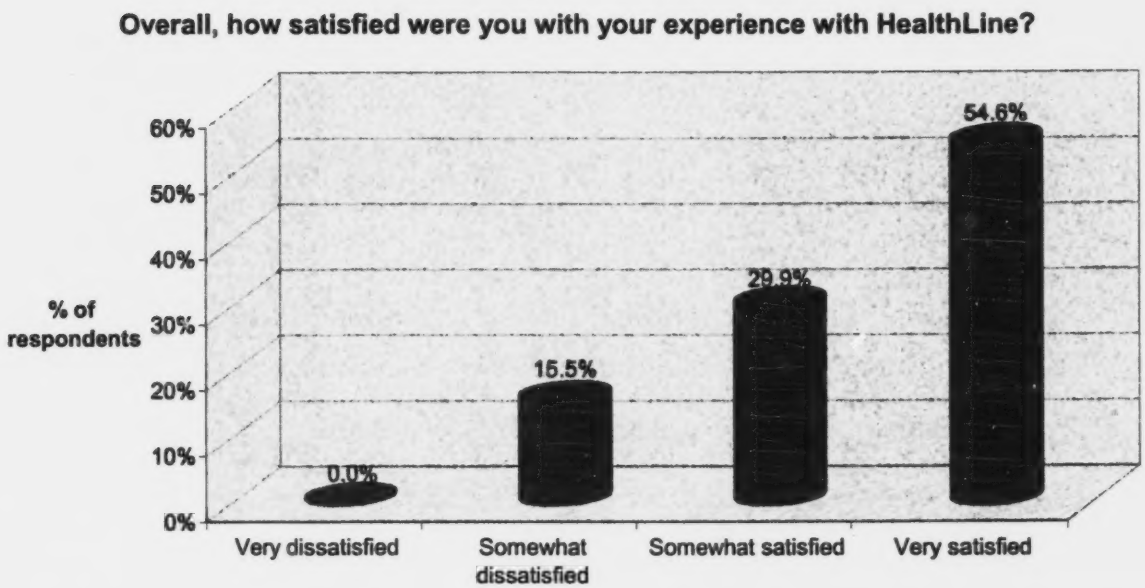
C4. Have you or a member of your household ever called HealthLine?

Given the recency of initiation of the service, the minuscule Yes response may be understandable.



C4a. Overall, how satisfied were you with your experience with HealthLine?

The table below shows percentages but due to the small size of the cells, these numbers are not reliable. Fourteen individuals responded to the preceding query. Of them 13 responded to this query. Seven reported being very satisfied.

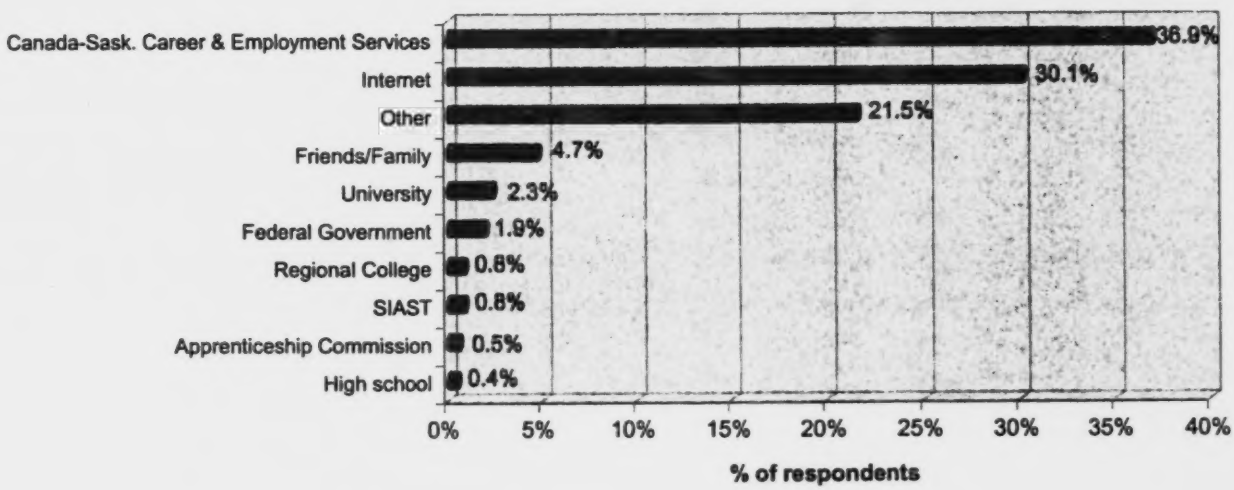


Section D: Community Resources & Employment

D1. Where would you go for information about job opportunities or to find workers?

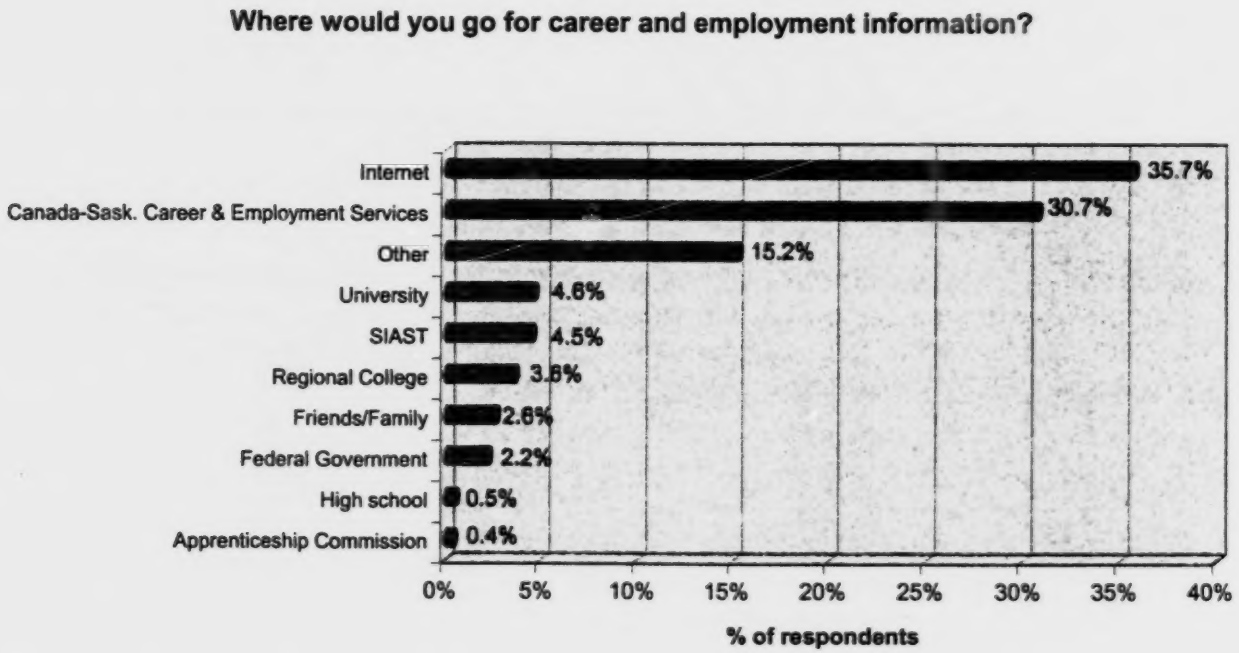
The Canada-Saskatchewan Career and Employment Service leads as most frequent mention in this prompted list.

Where would you go for information about job opportunities or to find workers?



D2. Where would you go for career and employment information?

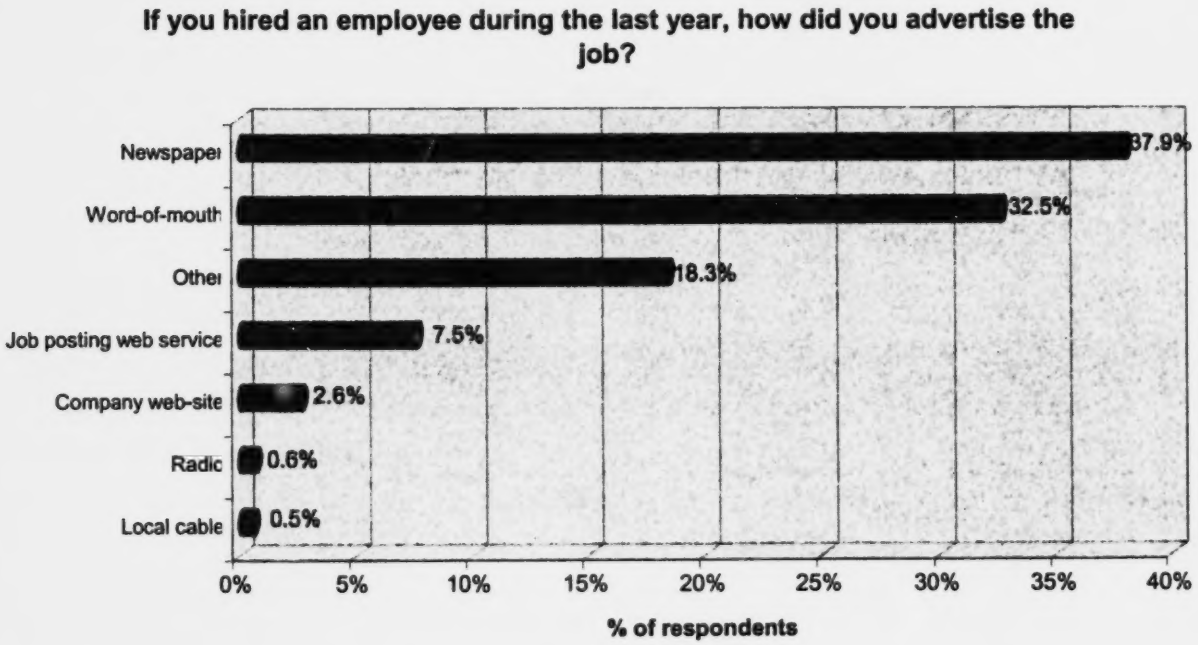
On this query, very similar to the one preceding, the numbers for the career placement service and for Internet reverse from the earlier result.



SIGMA ANALYTICS
DATA MINING & RESEARCH

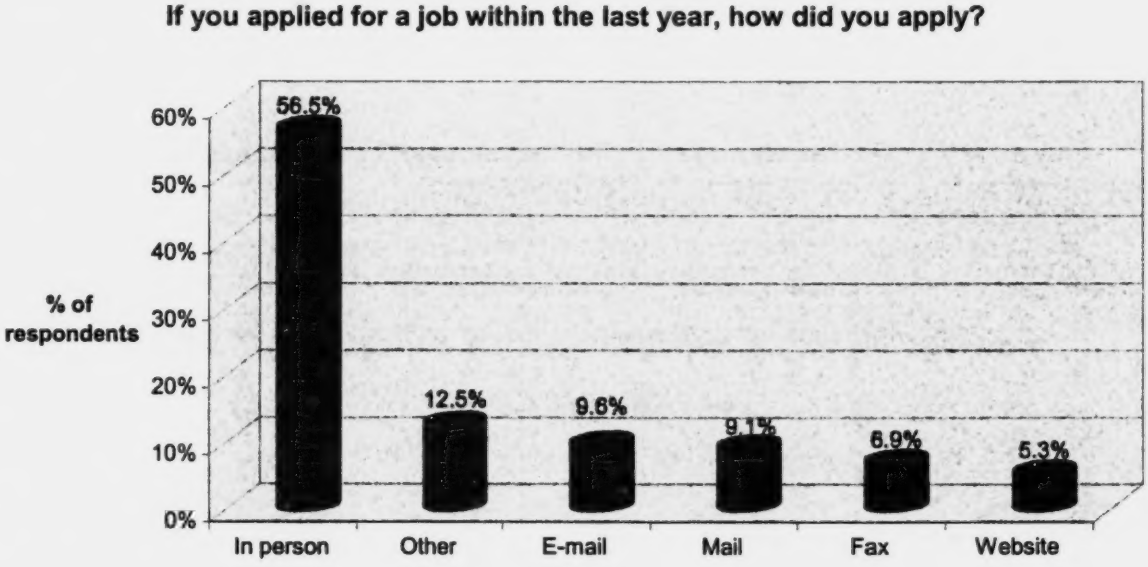
D3. If you hired an employee during the last year, how did you advertise the job?

Newspaper job recruitment ads dominate, but word of mouth follows closely as a medium for recruitment.



D4. If you applied for a job within the last year, how did you apply?

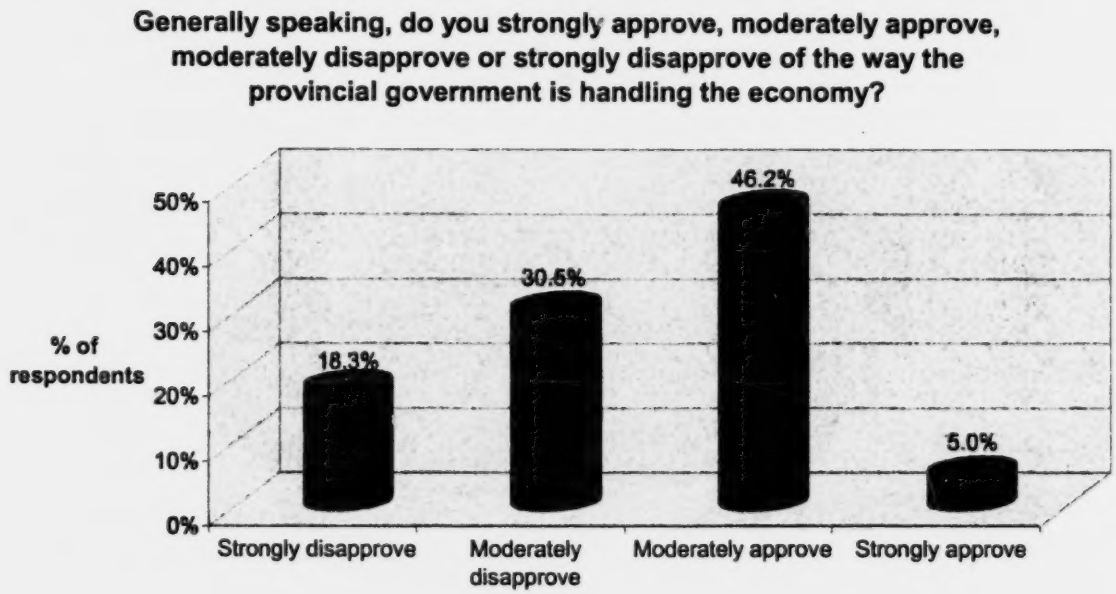
Nearly six in 10 job seekers visited the employer's premises to make their application.



Section E: Industry & Resources

E1. Generally speaking, do you strongly approve, moderately approve, moderately disapprove or strongly disapprove of the way the provincial government is handling the economy?

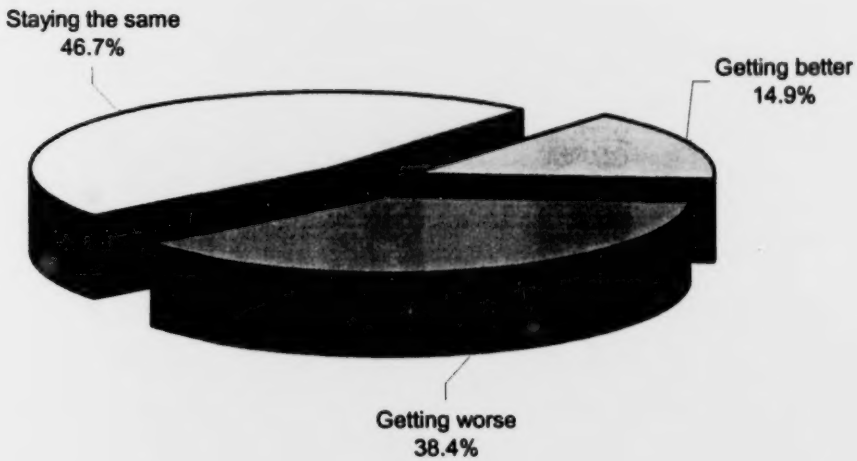
While a small majority chose a positive response, those who chose a strongly negative response outweigh those who chose a response that is strongly favourable.



E2. How do you feel about the Saskatchewan economy right now? In general, do you think the economy is getting better, getting worse or staying the same?

Nearly half of respondents feel the provincial economy is neither improving or declining. Among those who feel a trend is visible, however, those who find the trend negative more than double those who find it positive.

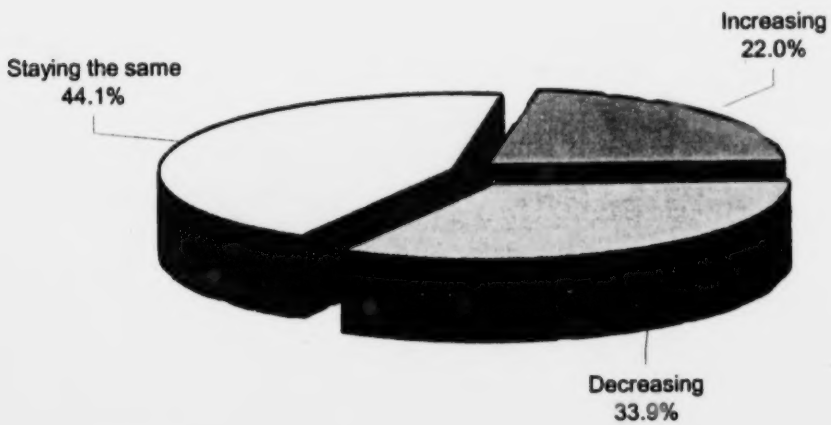
How do you feel about the Saskatchewan economy right now? In general, do you think the economy is getting better, getting worse or staying the same?



E3. Do you think the number of people employed in Saskatchewan during the recent months has been increasing, decreasing or staying about the same?

In terms of those who believe the number of persons working is about average, results on this query are not greatly different from the results in the preceding query regarding the economy. However, among those who find there is a change under way, the disparity between results on this query and those on the one preceding it is narrower.

Do you think the number of people employed in Saskatchewan during the recent months has been increasing, decreasing or staying about the same?



Demographics

Gender:

Male	49.8%
Female	50.2%

Age:

18 – 34	23.9%
35 – 54	39.8%
55 and over	36.3%

Location:

City	55.8%
Town/Village/Hamlet	27.8%
Rural Municipality	16.4%

Occupation:

Retired	23.0%
Student	5.7%
Homemaker	6.5%
Not employed	2.3%
Farmer	9.7%
Professional	14.6%
Trades person	5.9%
Business owner/self-employed	5.9%
Employee – private sector	5.7%
Employee – local government	2.3%
Employee – provincial/federal government	4.5%
Manager – private sector	1.8%
Manager – public sector	0.4%
Other	11.6%

Education:

Less than grade 12	17.0%
Grade 12	23.6%
Some technical or university	17.5%
Technical diploma	14.2%
University degree	21.6%
Graduate degree	6.2%

Income:

Less than $25,000	21.6%
$25,000 - $50,000	34.4%
$50,000 - $100,000	31.7%
Over $100,000	12.3%

Region:

Saskatoon	20.2%
Regina	18.0%
Moose Jaw	3.5%
Prince Albert	3.4%
Southeast	10.0%
Southwest	10.1%
East Central	10.2%
Central	9.1%
Northwest	12.1%
North	3.4%

Department/Crown commissioning the work:

Saskatchewan Environment

Date:	July 2003
Supplier:	Decision Research Inc. Regina
Cost:	$9,800.00

A Report to
Saskatchewan Environment
Regarding
Fire Awareness Post-Campaign Survey

July, 2003

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EXECUTIVE SUMMARY

- ★ Approximately one-third of the population appears to have a reasonable understanding of provincial burning permits. There was a modest improvement in understanding in this period compared to the initial survey.

- ★ Wind remains the principal factor that persons take into consideration when burning for constructive purposes but the number citing soil moisture conditions as a factor dramatically increased from Spring to Summer.

- ★ The largest number of residents (42%) believe the Provincial Government is responsible for the costs of suppressing a wildfire (up from 26% in the Spring), while 25 percent believe these costs accrue to whoever starts the fire (up from 17% in the Spring).

- ★ Campfire builders either use available facilities or build on suitable material. Virtually all drown their fire or bury it to ensure it has been extinguished.

- ★ SERM is the principal source of information on wildfire safety for Saskatchewan residents. In urban centres, the Fire Department is considered a source for this information.

- ★ The number of respondents who had noticed wildfire prevention messages increased slightly overall from Spring to Summer. The increase was more noticeable in the forest fringe area (48%, up from 43%). The principal source for these messages was electronic media.

- ★ There were 26 respondents who in some manner recalled the SERM advertisements. Eighteen of these were resident in the forest or forest fringe area representing 3.5 percent of that sample.

- ★ There is a high level of recall for Smokey the Bear and the message conveyed by this symbol.

I. INTRODUCTION

Decision Research Inc. was commissioned by Saskatchewan Environment to conduct a study concerning fire safety awareness in March of 2003. The Department intended to undertake efforts to increase public awareness in the area of fire safety and the Spring study was to serve as a baseline against which the effectiveness of these efforts could be assessed.

The study took the form of a random sample telephone interview survey. The sample consisted of residents of the forest and forest fringe area of northern Saskatchewan (green area on map facing) and residents from the balance of the province who engage in recreational activities in northern and north central Saskatchewan.

The survey process was repeated during late June and early July of 2003. While most of the questions were repeated from one survey period to the next, the qualification for participation by residents of the southern portion of the province changed. In the Spring survey only those who either burn brush, stubble, grass or debris in northern or central Saskatchewan were asked the complete questionnaire if they were resident in the south and only those who had taken part in or planned to take part in recreational activities in the north were administered the final portion of the questionnaire. In this instance, the Summer survey, all residents of the south were asked to complete the final portion of the questionnaire. Those who do undertake burning were again administered the full questionnaire.

A copy of the questionnaire administered in the Summer survey is attached, Appendix "A".

There were a total of 500 interviews completed with residents of the forest and forest fringe areas. This sample will have a precision (range of error factor) of ± 3.4 percent at a 95 percent level of confidence (19 out of 20 times).

There were 300 interviews completed with respondents resident in southern Saskatchewan. This sample will have a precision of ± 4.6 percent at a 95 percent level of confidence for the population as a whole and a greater degree of precision for only those who undertake recreational activities

Qualification of southern residents to complete the full questionnaire was determined by the responses to three initial screening questions appearing on the questionnaire.

A complete set of the data tables arising from this survey has been forwarded to SERM electronically. Selected top-line data appears in Appendix "B".

The Spring survey was administered over the period of March 6th to March 20th, 2003. The Summer follow-up was administered during the period of June 28th to July 9th, 2003. In both instances, no interviewers were conducted in those areas where provincial by-elections were held until after the dates of those elections.

II. SAMPLE CHARACTERISTICS

There were 389 males (47.8%) and 425 females (52.2%) interviewed in this survey.

The sample obtained from interviewing in the southern area of the province was younger than that obtained in the north in both survey periods.

AGE GROUPINGS				
	Spring		Summer	
	South	Forest	South	Forest
Under 20	8.0%	7.8%	11.6%	5.5%
20 – 29	13.7%	12.4%	13.5%	8.4%
30 – 39	19.1%	13.4%	15.8%	13.9%
40 – 49	22.4%	23.2%	22.4%	17.8%
50 – 59	18.7%	14.0%	16.2%	21.1%
60 – 69	11.4%	18.0%	14.9%	16.4%
Older	5.7%	11.2%	5.6%	15.8%

The largest concentration of population in the forests and forest fringe sample were from the city of Prince Albert comprising over 30 percent of that sample The cities of Regina and Saskatoon each contributed just over 20 percent of the respondents to the southern sample.

III. BURNING PERMITS

All residents of the forest or forest fringe and the 87 residents of the south who use fire for constructive purposes were asked a series of questions concerning provincial burning permits.

They were first asked what these burning permits are needed for. Multiple responses were recorded.

BURNING PERMITS		
	Spring	**Summer**
Stubble	136	125
Campfires	86	43
Brush	56	43
Clearing Debris	61	43
Garbage	34	3
Grass	60	68
Burning Barrel	15	35
Old Lumber	24	16
Any / All Fires	29	141
Don't Know	73	190

These respondents were then asked where these provincial burning permits are required.

PERMITS REQUIRED WHERE?		
	Spring	**Summer**
Province-wide	95	86
Central and North	24	28
Within 4.5 km of Forest	54	66
Near Forest (general)	92	114
Parks	83	91
Other	43	35
Don't Know	225 (39.3%)	164 (27.4%)

In the south 37 of 87 (43%) did not know where permits are required. Those indicating near forest or within 4.5 kilometres of a forest total 30 percent of the sample, up from 25 percent in the Spring.

Other responses included farms (13), rural areas (2), and Crown land (5).

The responses to the question as to the type of fires permits are required from males and females showed little difference, but men were much more likely to identify the correct areas where these permits are required. Sixteen percent of males but only 6 percent of females gave a correct response.

Only 6 of those who correctly identified where these permits are required were under the age of 30 years. Correct response was highest (15%) among those 40 to 49 years of age. Another 24% in this group said "near forest".

This portion of the sample was then asked during what period these provincial burning permits are required. The correct answer is from April 1st to October 31st each year.

PERMIT REQUIRED WHEN?		
	Spring	**Summer**
Year Round	51	62
April 1 to October 31	65	66
Spring / Summer	137	62
Spring to Fall	18	26
Summer	44	102
Summer / Fall	9	–
April/May to Fall	14	6
Fall	23	34
Spring	3	23
When Fire Risk High	–	129

There were 55 residents of the forest who identified the correct period of time that permits are required (10.8 percent).

The final question specifically related to provincial burning permits asked respondents if they could identify the agency that issues provincial burning permits. Over one-third of the sample named Saskatchewan Environment and Resource Management (most often identified as Environment Department or Department of Resources).

AGENCY ISSUING BURNING PERMIT?

	Spring	Summer
SERM	216 (37.8%)	231 (38.7%)
Rural Municipality	56 (9.8%)	50 (6.1%)
Forestry	36 (6.3%)	35 (4.3%)
Others		
Fire Department	6	1
Government (general)	7	6
SGI	6	3
Parks	3	7
Town / City	4	11

Forty percent were unable to provide a response to this question. Residents of the north were much more likely to identify SERM as the source of these permits at 41% compared to only 28% among southern residents.

IV. PRECAUTIONS

Those who reside in the north and residents of the south who use fire for constructive purposes were asked what conditions they take into consideration when doing so. Wind is considered the most important factor in lighting these fires. This factor was the first mention for 70 percent of the sample. There was a dramatic increase from survey to survey in the numbers referring to soil moisture. This number tripled over the three-month period.

FIRE CONDITIONS CONSIDERED		
	Spring	**Summer**
Wind	380	420
Temperature	126	73
Humidity	64	33
Material Dryness	120	58
Weather (General)	77	74
Surface Litter	40	16
Soil Moisture	85	264
Organic Surface Material	13	17
Fire Break / Fire Guard	54	74
Water Available	23	8
Nearby Structures	28	99

All respondents in Spring were then asked if they are insured against loss from wildfire. One-in-four are. In the Summer period, only southerners who burn for constructive purposes were included.

WILDFIRE INSURANCE	
Spring	**Summer**
193 (24.2%)	155 (25.9%)

Those 40 to 49 years of age were most likely to be insured (36%) and the incidence of insurance was higher in the forest areas.

All respondents were then asked who is responsible for the cost of suppressing a wildfire.

WILDFIRE SUPPRESSIONS COSTS				
	Spring		**Summer**	
Whoever Starts	135	(16.9%)	207	(25.4%)
Property Owner	101	(12.7%)	56	(6.9%)
Municipality / City	158	(19.8%)	102	(12.5%)
Provincial Government	205	(25.7%)	340	(41.8%)
Federal Government	11		8	
Taxpayers	23		32	
Fire Department	14		13	
Insurance	6		1	

Other responses included "everybody" (5) and "forestry (3).

There were 119 or 15 percent of the sample who could not answer this question.

Men were more likely than women to say these costs accrue to whoever starts the fire while women were more likely to cite taxpayers.

V. CAMPFIRES

Members of both samples were asked if they ever build a campfire and a large majority indicated they do so. In both survey periods, this is more common among southerners.

BUILD CAMPFIRES		
	South	**Forest**
Spring	244 (81.6%)	332 (66.5%)
Summer	228 (75.2%)	272 (53.2%)

Males were somewhat more likely to build campfires at 66 percent compared to 58 percent among females.

The number building campfires tends to decline with the age of the respondent

AGE COMPARISONS FOR BUILDING FIRES		
Age	**Spring**	**Summer**
Under 30	85.5%	76.9%
30 to 49	77.5%	64.4%
50 to 69	65.2%	540%
70 or Over	41.7%	18.0%

Those who do build campfires were asked what steps they take to ensure their campfire is safe and then what they do to ensure their campfire is out.

CAMPFIRE SAFETY MEASURES (Total Mentions of 576)	Spring (of 576)	Summer (of 500)
Use Facilities Where Available	322	286
Build on Mineral / Rock / Sand	216	207
Clear Away Burnable Material	122	105
Keep Fire Small	58	60
Keep Fire in Sight	51	43
Have Water / Shovel Handy	63	101
Not During Wind	10	16

Other responses included digging a pit/hole (13), lids/covers (9).

ENSURING CAMPFIRE IS OUT (Total Mentions)	Spring (of 576)	Summer (of 500)
Drown Fire	544	478
Float and Stir Coals	74	76
Check Coals for Heat	28	43
Bury / Cover with Dirt / Sand	65	55
Stay / Watch Until Out	13	61

Females are more likely to attempt to use available facilities while males are more likely to build on rock or sand or to dig a pit for their campfires. There was little difference in the way the two genders approach ensuring that a campfire is out.

Middle-aged campfire builders are more likely to use available facilities than either younger or older respondents. Younger builders were more likely to have water or a shovel nearby.

VI. INFORMATION

Respondents were asked where they can obtain wildfire safety knowledge. Saskatchewan Environment and Resource Management was cited by over 26 percent of those living in the forest and forest fringe but by just 9% of those in the southern sample. SERM fell off from 25% in the Spring to 20% in Summer, but "Provincial Government" generically increased.

SOURCE OF INFORMATION
WILDFIRE SAFETY KNOWLEDGE

	Spring	Summer
SERM	208	162
Provincial Government	–	78
Internet	78	68
Parks	64	87
Fire Department	38	74
Forestry	36	82
R.M.	32	22
Libraries	22	29
Media	14	27
Schools	11	12
Tourism	8	6

Others: SGI (2), Wildlife (5), word-of-mouth (2), scouts (3), experience (3), conservation officers (3).

They were then asked if they had seen or heard any information about wildfire prevention in the past year and, if so, where they had noticed this information.

Just under one-half of the total respondents had noticed information in the Spring period. This rose slightly during the most recent interviewing period.

NOTICE WILDFIRE PREVENTION INFORMATION		
	South	**Forest**
Spring	153 (51.2%)	213 (42.6%)
Summer	157 (51.8%)	247 (48.3%)

The principal source of this information was television (multiple mentions recorded):

INFORMATION SOURCE WILDFIRE PREVENTION INFORMATION		
	Spring	**Summer**
Television Ads	183	215
Newspapers	80	77
Radio Ads	77	93
Billboards, Outdoor	51	59
Mail, Brochures, Etc.	39	18
Parks/Campgrounds	8	–
Word-of-Mouth	7	11
Schools	5	4

Other: local fires (7), Fire Departments(4), work (3).

Respondents who did indicate they had noticed information on wildfires were then asked if they could indicate the message or what the images looked like that were conveyed by this information. Four out of ten could not do so.

UNPROMPTED MESSAGE RECALL			
SERM Ad	–	2	
"Be prepared … don't let your fire go wild"	–	12	
Fire taking off from campfire (general)	–	8	
"Fire getting away while people loading truck"	–	0	
"Fire getting away while fishing on the water"	–	4	(26 Total)
'Only you can prevent forest fires" / Smokey the Bear/ the Bear	–	65 / 71	(136 Total)
Make sure it's out	–	56	

There were many references as well to fire hazard signs or billboards. A complete set of the "other" responses has been included in Appendix "B".

The two individuals who specifically said "SERM ads" both reside in the north. Ten of the 12 who provided the images from the SERM advertisements also live in the forest or forest fringe area. The "Be prepared ..." message was given by an equal number of southern residents as residents of the forest fringe (6 each).

Ten of the12 who gave the SERM message were male but 8 of the 12 who gave the images were female. Recognition/recall for the SERM ads was slightly higher among middle aged respondents.

Department/Crown commissioning the work:

Saskatchewan Health

Date: July 2003

Supplier: Sigma Analytics
Regina

Cost: $15,392.00

Saskatchewan Health

HealthLine, West Nile and Miscellaneous Issues Poll

Report of Results

July 2003

Highlights

- A very large majority, nearly nine in 10, have not heard of the new service generically, and a large majority of eight in 10 have not heard of it specifically.

- Roughly half indicated they would be unlikely to call the service, versus a third who felt they would be likely to call.

- Rating of Saskatchewan health service is split. Among those who have received service, or are members of a family in which a member received service, the favourable rating rises to nearly three in four. A similar proportion expect service to stay the same or improve over the next 10 years.

- Managing surgical wait times, recruiting health providers and preventing problem gambling attract largely negative ratings.

- Protetcting the public from disease, managing available resources and discouraging use of tobacco receive largely favourable ratings.

- Most respondents have heard of West Nile virus, but very few think there is high risk of contacting it.

- Six in ten would endorse Malathion spraying if recommended by authorities. One in three would not.

Introduction

Objective

The objective of this poll was to establish a benchmark for awareness of health communications as promotion begins for the HealthLine call-in service. The poll also gauged opinion on a set of health-related issues not part of the HealthLine benchmark.

Methodology

Interviews were conducted across Saskatchewan with respondents aged 18 or older in households selected at random by computer. The fieldwork was done in the first two weeks of July, 2003.

A total of 816 interviews were completed. The results from a sample of this size can be expected to be accurate to within plus or minus 3.4 percentage points, 19 times out of 20.

Cautions

Interpreting the results in this report should be done with the following cautionary considerations in mind:

- Sample surveys provide estimates of the prevalence of the measured factors in the total population from which the sample is drawn. The estimates are statistically reliable within the ranges indicated, at the 95% level of confidence. This means that the actual prevalence of the factor could be greater or lesser than the estimate, by the amount of the margin of error. It also means that 5% of the time, the estimate can be expected to differ from reality by more than the margin of error. Results from sample surveys should therefore be treated as contributing to knowledge, but not as defining it precisely.

- While polling results for the entire sample are statistically reliable within the range indicated, results for sub-sets of the sample will have a larger margin of error because they are based on smaller numbers. They should be treated with more caution.

- Polls are "snapshot" approximations of reality. Subject to the foregoing considerations, they can be expected to reflect reality validly, within the indicated ranges, at the time they are conducted. Opinions change. It is important to bear in mind that a single poll cannot describe a trend.

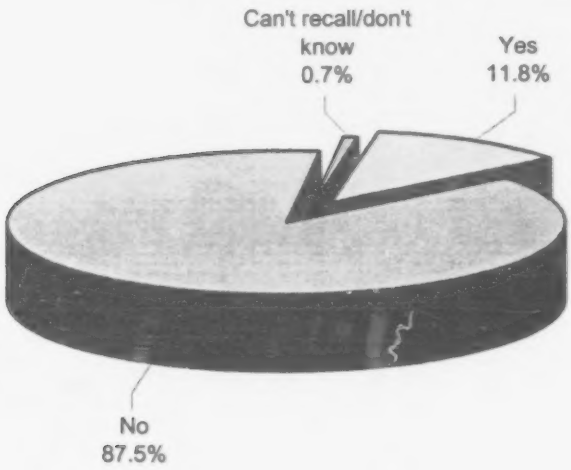
- Indicators from the sample can be projected to estimate the prevalence of the measured factor in the total population from which the sample was drawn. They cannot be interpreted as describing any other population.

Section A: Health Advice Line

A1. Have you recently seen, read, or heard anything about a new toll-free telephone health information service?

The vast majority (87.5%) of respondents have not heard of a new telephone health information service.

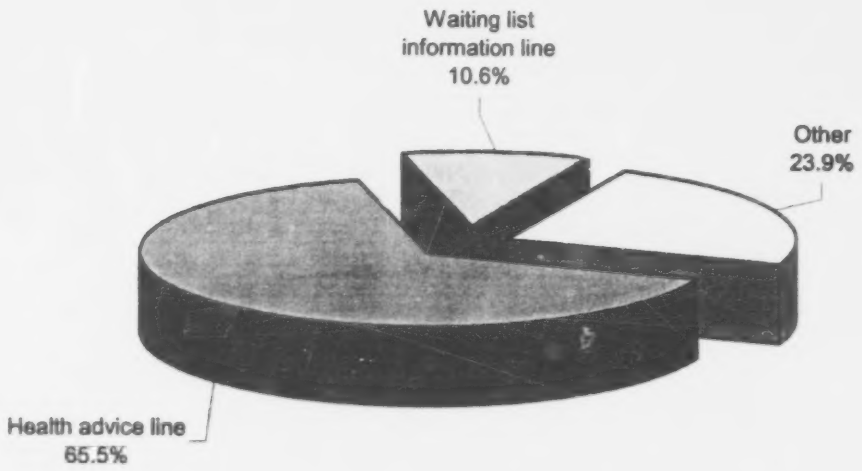
Have you recently seen, read, or heard anything about a new toll-free telephone health information service?



A2. Being as specific as you can, please describe what you know about the new telephone service.

Nearly two-thirds of respondents correctly identified HealthLine as a telephone health advice line.

Being as specific as you can, please describe what you know about the new telephone service.

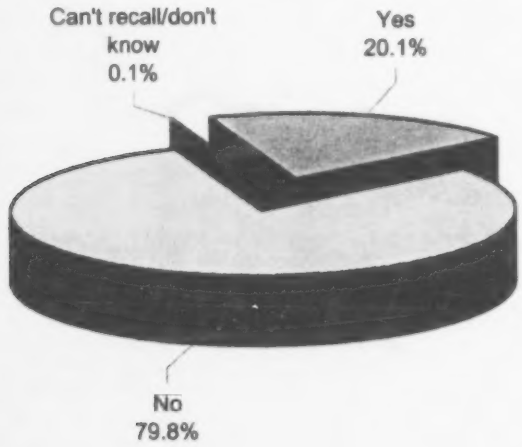


HealthLine is a free, confidential telephone service you can call to get health advice or information from a Registered Nurse. The service provides round-the-clock access to a qualified health professional.

A3. Do you recall recently hearing anything about HealthLine?

The percentage of respondents indicating their awareness of HealthLine increases from 12% to 20% after the service was explicitly described.

Do you recall recently hearing anything about HealthLine?

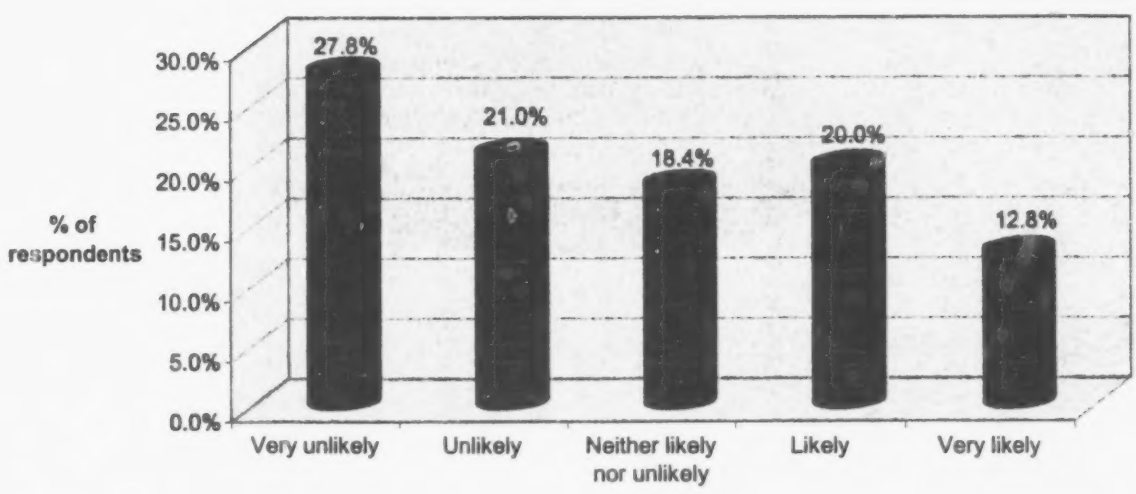


A4. On a five point scale where 1 is "very unlikely" and 5 is "very likely", how likely would it be for you or someone in your household to call HealthLine?

One third of respondents would be likely to call HealthLine as presently understood. This proportion is outweighed by the half who say they would not be likely to call.

The number who indicate they are very unlikely to call is double the number at the opposite end of the scale, who indicate they would be very likely.

On a five point scale where 1 is "very unlikely" and 5 is "very likely", how likely would it be for you or someone in your household to call HealthLine?

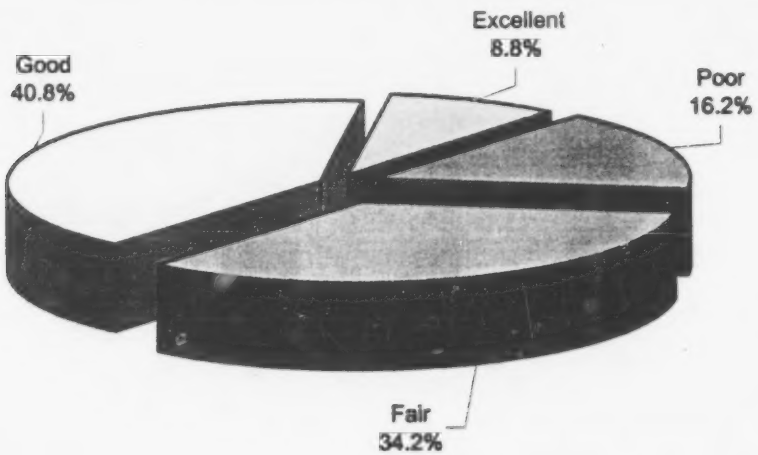


Section B: Health Services

B1. Overall, how would your rate the overall level of health services currently provided in Saskatchewan?

Opinion is split on rating the level of health service. However, the proportion with the strongest negative rating is twice the proportion with the strongest positive rating.

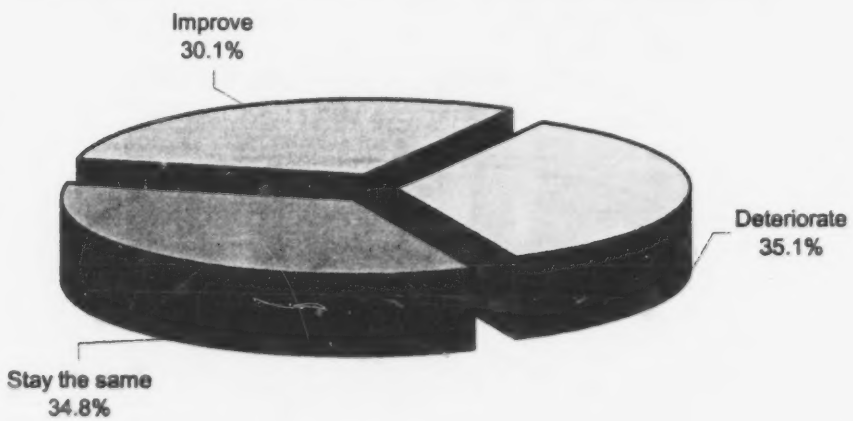
Overall, how would your rate the overall level of health services currently provided in Saskatchewan?



B2. Over the next 10 years, do you expect health services in Saskatchewan will improve, stay the same or deteriorate?

Two in three expect health service to stay on par or improve, but the number expecting deterioration is slightly larger than the number anticipating improvement.

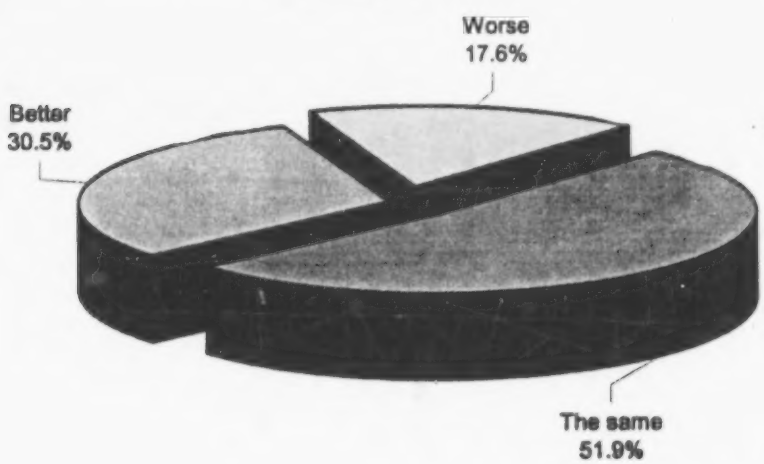
Over the next 10 years, do you expect health services in Saskatchewan will improve, stay the same or deteriorate?



B3. Based on what you have heard about health services in other provinces, would you rate Saskatchewan's health services as better, the same or worse?

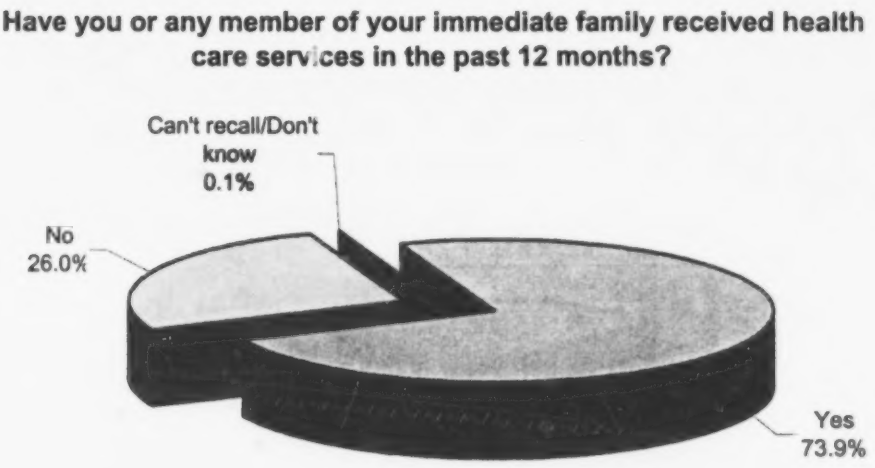
A bare majority rates Saskatchewan health service as the same as in other provinces. However, the three in ten who rate Saskatchewan service as better is nearly double the one in six who find it worse.

Based on what you have heard about health services in other provinces, would you rate Saskatchewan's health services as better, the same or worse?



B4. Have you or any member of your immediate family received health care services in the past 12 months?

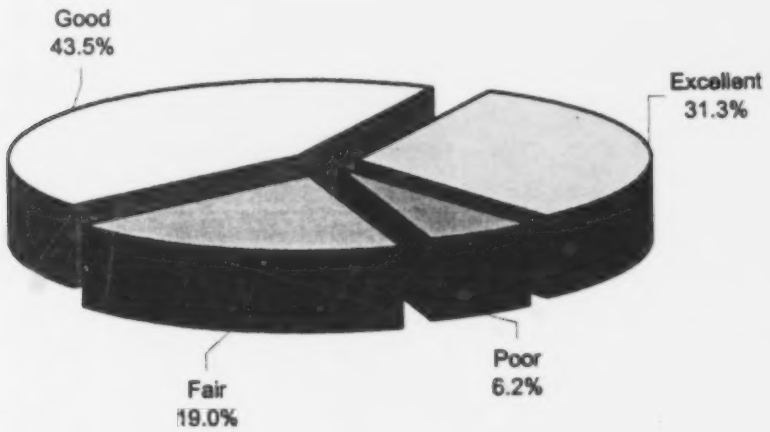
Three quarters of respondents report they or an immediate family member received care in the last year.


Have you or any member of your immediate family received health care services in the past 12 months?
Can't recall/Don't know 0.1%
No 26.0%
Yes 73.9%

B4a. How would you rate the quality of health services you or your family member received?

Among the three in four who reported receiving care in the last year, three in four gave it a positive rating. The number who gave the top rating is five times the number who gave the lowest rating.

How would you rate the quality of health services you or your family member received?

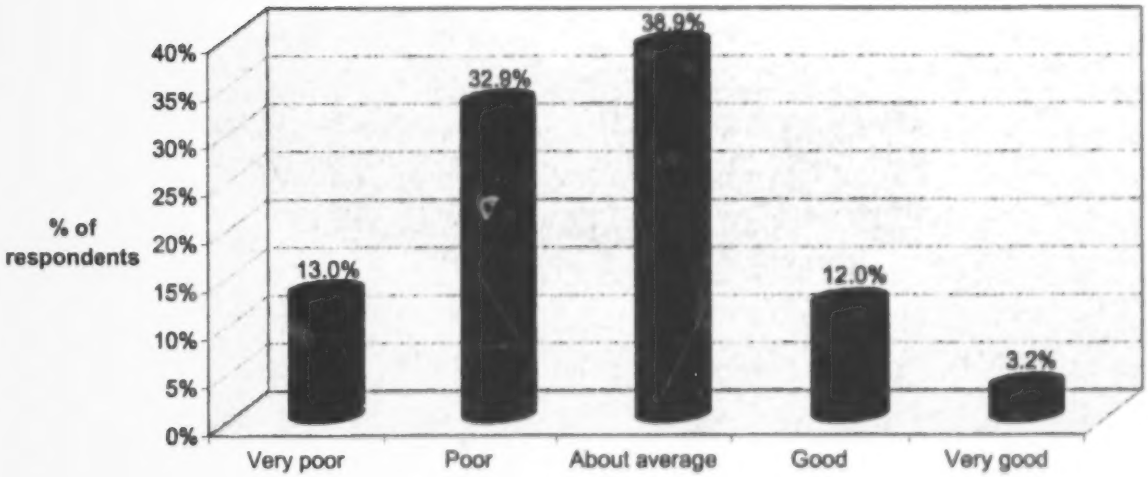


On a five point scale where 1 is "very poor" and 5 is "very good", please rate how you think the Provincial Government has been managing the following health care issues:

B5a. Retaining and recruiting health providers:

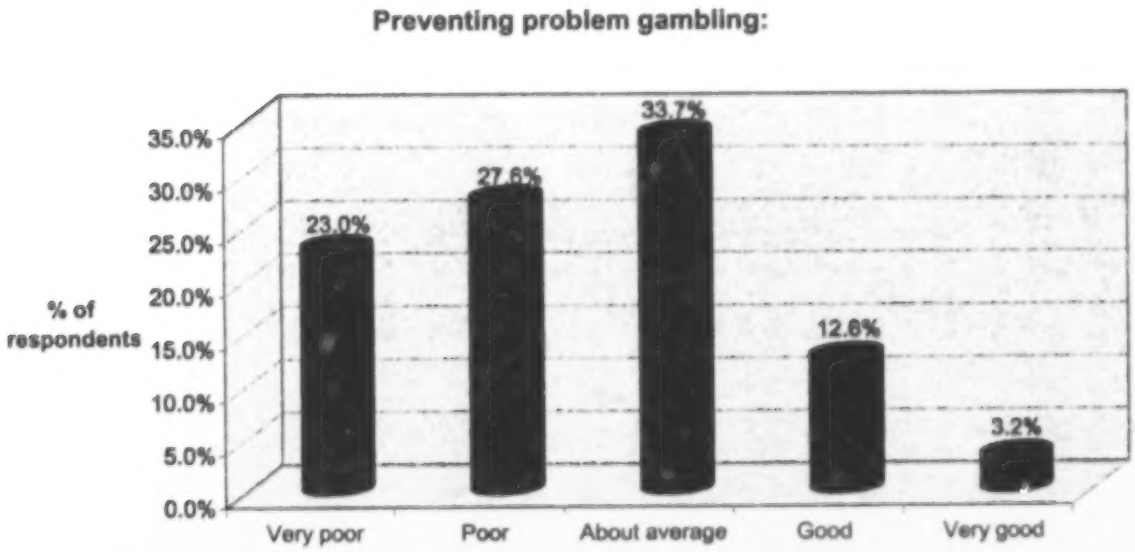
Responses tend to the negative on this query, with roughly three times as many choosing poor and very poor as chose good or very good.

Retaining and recruiting health providers:



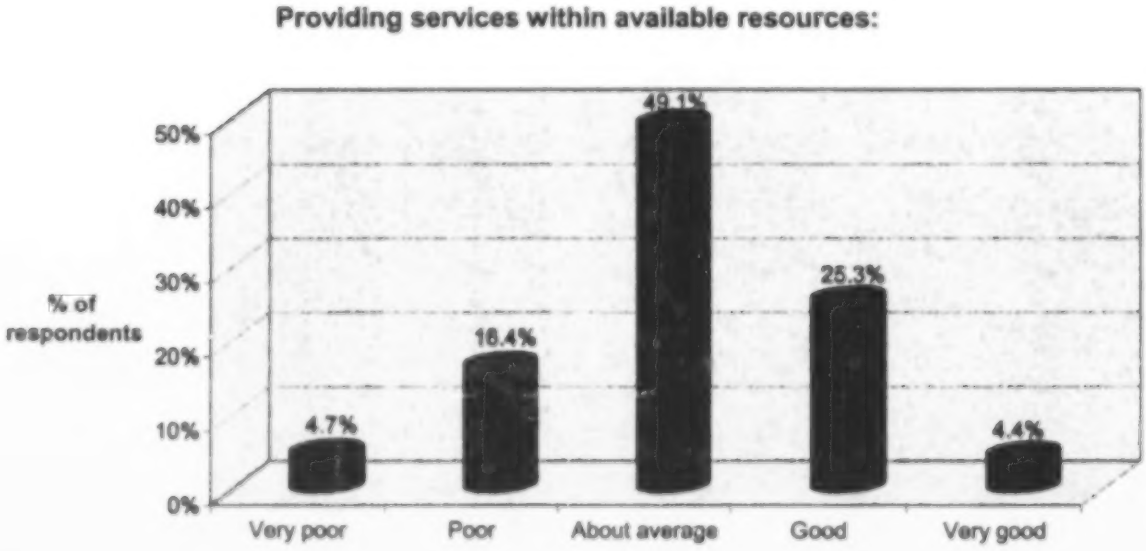
B5b. Preventing problem gambling:

Nearly half gave negative responses, more than triple the proportion with a positive view.



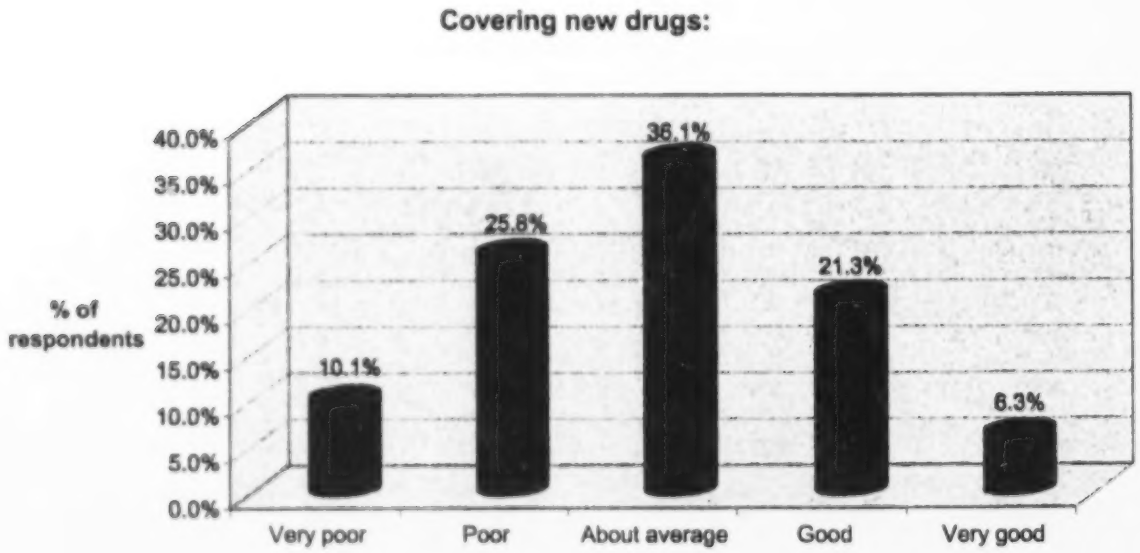
B5c. Providing services within available resources:

While half chose a middling rating, the proportion on the positive flank of the scale outweighs the proportion that has a negative perception.



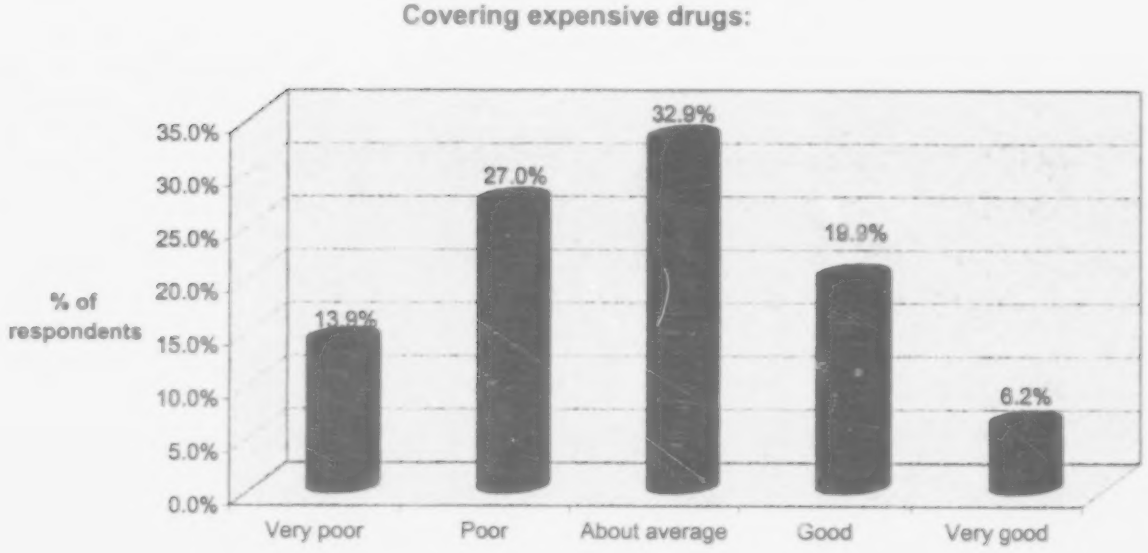
B5d. Covering new drugs:

The distribution of responses closely approximates a bell curve, with a modestly higher weight on the negative.



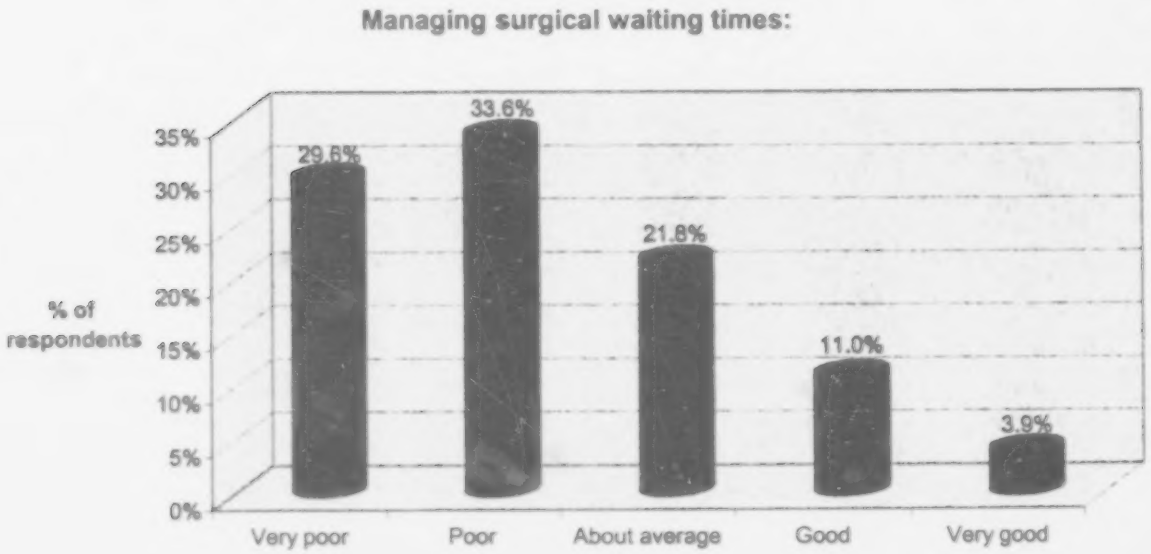
B5e. Covering expensive drugs:

Rating of coverage for costly drugs is more dramatically negative than for new drugs. Four in ten incline to the negative versus one in four on the positive.



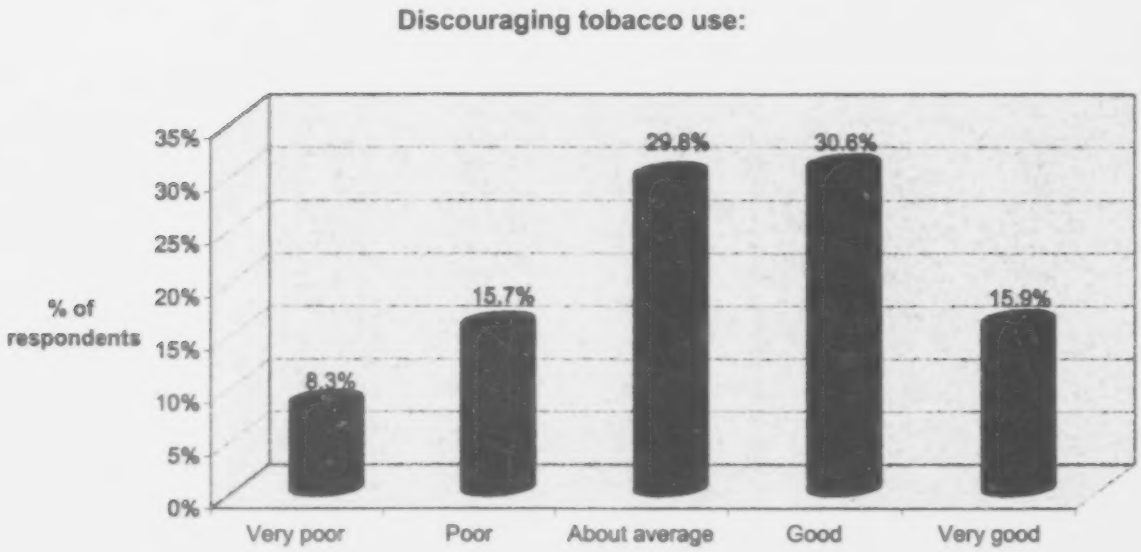
B5f. Managing surgical waiting times:

Perception of wait time management is heavily negative, with nearly two thirds scoring the government sub-par.



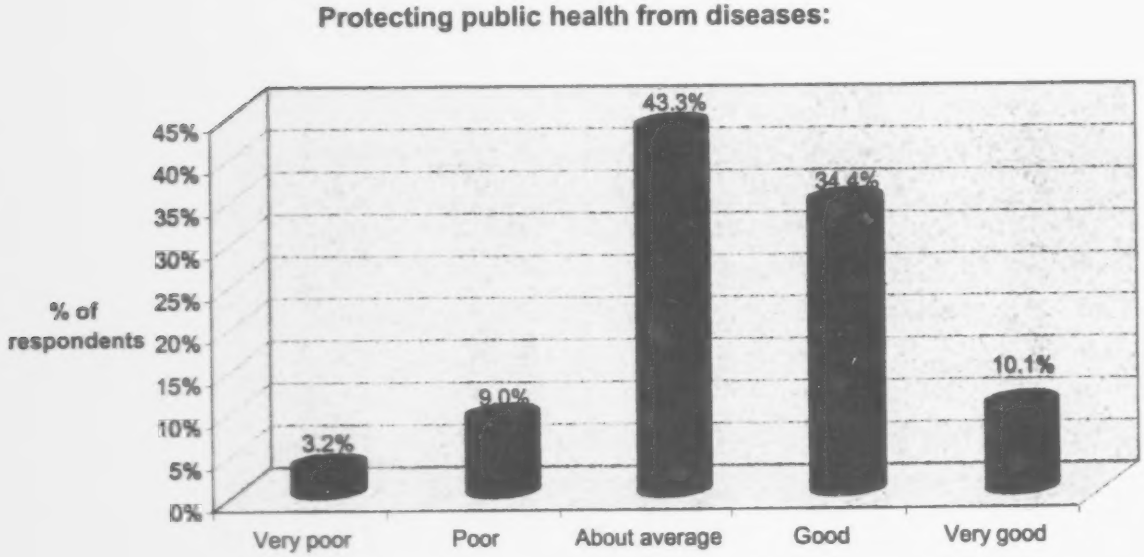
B5g. Discouraging tobacco use:

Respondents tend to find the government doing a positive job on discouraging use of tobacco.



B5h. Protecting public health from diseases:

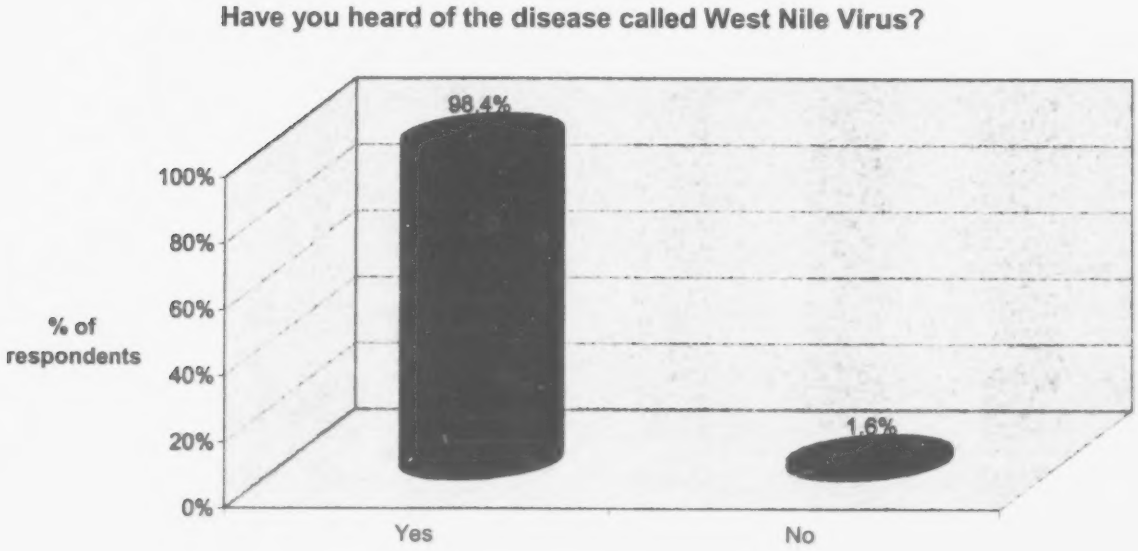
Rating on this measure tends strongly to the favourable.



Section C: West Nile Virus

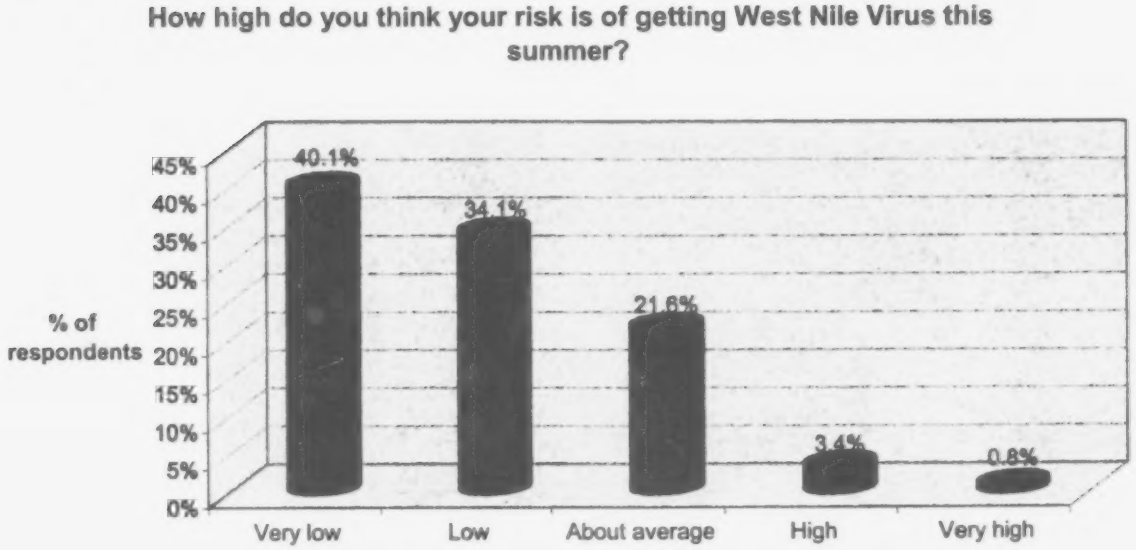
C1. Have you heard of the disease called West Nile Virus?

The vast majority of respondents are familiar with West Nile Virus.



C2. How high do you think your risk is of getting West Nile Virus this summer?

Concern can be characterized as low. Only one in twenty gave a positive response.

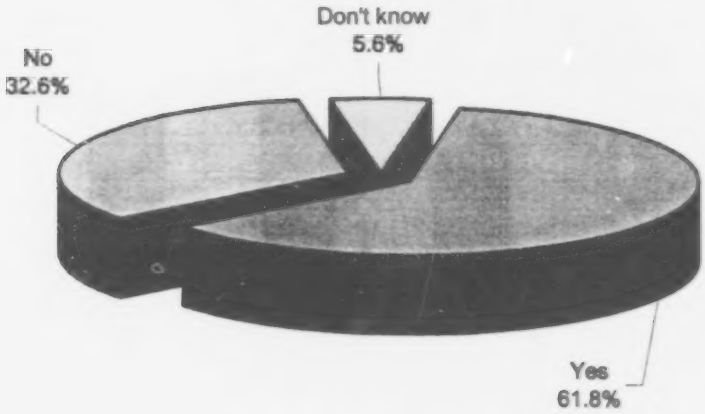


SIGMA ANALYTICS
DATA MINING & RESEARCH

C3.If Public Health recommended the reduction of mosquito populations to reduce the risk of West Nile Virus, would you be in favour of fogging with Malathion?

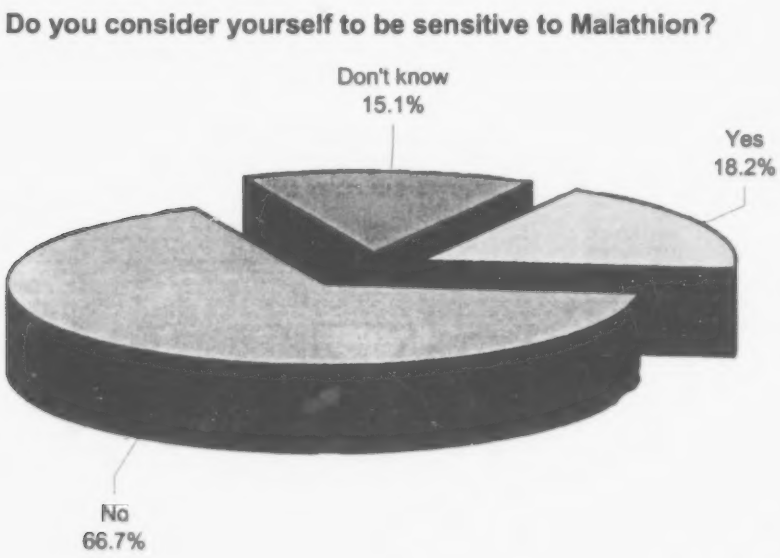
Support outweighs opposition by two to one.

If Public Health recommended the reduction of mosquito populations to reduce the risk of West Nile Virus, would you be in favour of fogging with Malathion?



C4. Do you consider yourself to be sensitive to Malathion?

Fewer than 1 in 5 respondents consider themselves to be sensitive to Malathion.



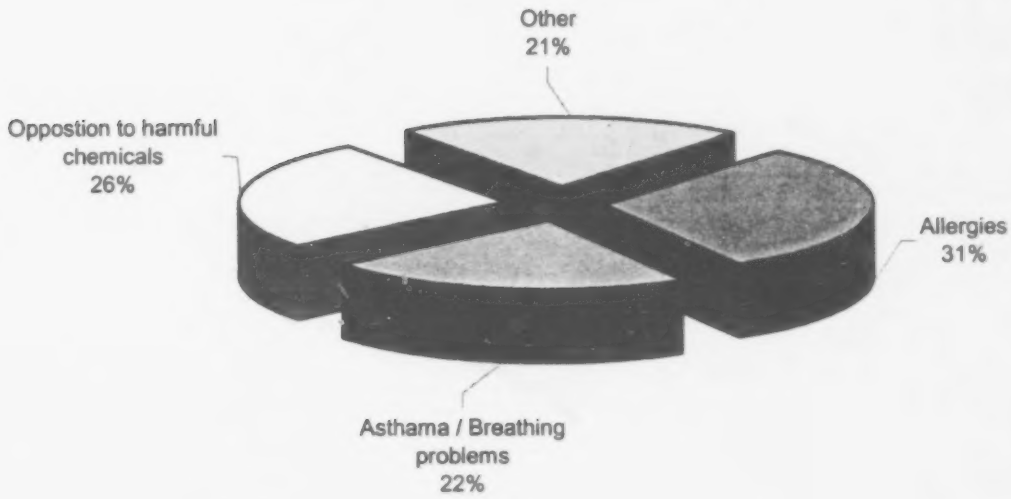
C4a. Is your sensitivity to Malathion mild, moderate or severe?

Of those sensitive to Malathion, less than one-quarter said their sensitivity is severe.

C4b. What condition do you have that you believe makes you sensitive to Malathion?

The largest group of respondents said that their sensitivity to Malation is due to allergies.

What condition do you have that you believe makes you sensitive to Malathion?



C5b. What ways have you heard of to protect yourself against West Nile Virus?

The most popular protection again West Nile Virus appears to be insect repellent followed by protective clothing.